

Press-Union  
Sons  
Long's Peak

MAGAZINE  
Section



—Union Pacific Railroad Photo

## ROCKY MOUNTAIN SCENE

Grand beauty of the western wilderness is painted by an artist at work in Rocky Mountain National Park. Interested vacationists watch. In background: Nymph Lake and Long's Peak.



Fast and fascinating and described as the "roughest game ever played in the west," cholla is likely to become one of the features of future rodeos. A scene of the slam-bang action is shown above. The sport is hard on riders, mounts.

## CHOLLA: West's Roughest Game

By Douglas Nelson Rhodes

**W**HEN Cortez and his band of tough troopers undertook the conquest of Mexico they cast about for some spectacular means of impressing the populace with their courage and skill as horsemen. The doughty Spaniards thereupon devised a new game, similar in character to polo, which they played on the plazas in the presence of large audiences of bug-eyed natives. That ancient and now almost forgotten game—which Cortez neglected to name—recently has been revised in all its former sanguinary glory. Christened "cholla" (choy-ah), the sport is gaining rapidly in popularity all over the far west.

Called the "roughest game ever played in the west," cholla's reputation in this respect is not exaggerated. Even its most enthusiastic boosters admit that it is little more than mass mayhem in the name of sport. Influential proponents who foresee eventual trouble with humane societies however, are advocating stricter rules and better protection for the player's mounts. Otherwise, they fear, the game may be outlawed through legislation in many states.

Patterned after polo, as was Cortez' version of the game, modern cholla is much tougher and more dangerous than the popular sport of millionaire playboys. It requires unusually steady nerves, great courage, expert horsemanship and the ability to think and act with split-second timing.

The game is played in chukkers of seven minutes each, with 12 resolute horsemen on the field—six to a team. Other than regulation lariats, several changes of mounts for all participants and a couple of makeshift goal posts, the only special equipment required is the



There he goes! Player at right has managed to snag the cholla and is away at a gallop in direction of his team's goal posts; others dash up in hot pursuit.



—Photos by Moody Studio

Object of the game is to lasso the cholla, drag it off to goal. Riders here bear down in a hot bit of action.

cholla itself. This device is a heavy six-legged jack, in reality an oversize version of the jack used in children's games. It is usually made of cast iron and padded with several layers of cowhide. Players must change to fresh mounts at the end of each period of play.

At the start of the game the cholla is placed at the exact center of the playing

field. The referee, also on horseback, fires a pistol and both teams charge down on the cholla from their goal positions. The object is to lasso the cholla and drag it to the posts at either end of the field. Teammates try to ride off opposing players who endeavor to get the cholla away from the player on the offensive.

Several western sportsmen have claimed credit for developing cholla to its present degree of popularity but Paul Coze, cowboy-writer-ethnologist of Phoenix, Ariz., is generally credited with introducing it on cattle and dude ranches in New Mexico, Arizona, Wyoming, Colorado and California. Plans are afoot to include cholla contests in major rodeos next year.

A recently organized club of cholla players in Victorville can be listed among the game's proponents who advocate more humane rules for man and beast. This group, sponsored by the Victor Valley Cattlemen's Association, got off to an auspicious start at the valley's annual county fair last year by putting on an exhibition game before the grandstand. No major casualties marred the event and the association afterward was flooded with requests for a repeat performance.

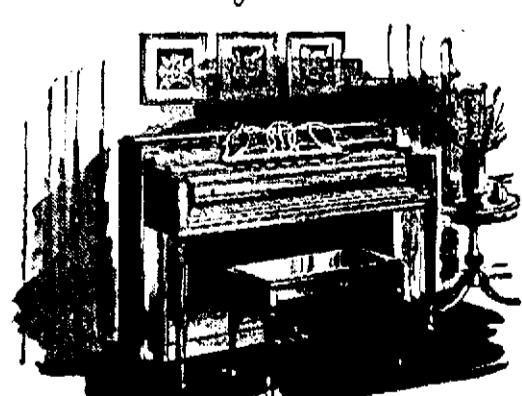
One of the top cholla champions and high-point man of the game is an Italian baker, Tony Zanetti of Victorville. Charles Harrison, New Mexico garageman, also rates high as a player. Hard-bitten range riders and rodeo performers make up most of the cholla players but Zanetti's wife and daughter both have become proficient. Several virile western movie heroes attempted the game, however, and soon withdrew from contests with the rough-riding cholla addicts in favor of canasta and less strenuous sport. Studios promptly ruled the game out.

More rigid rules, stricter refereeing and elimination of some of the rougher elements promise to bring cholla into its own.

Though this is Mr. Rhoads' first article to appear in *Southland Magazine*, he contributes regularly to the better magazines of national circulation, including the *Saturday Evening Post*. He lives in Hollywood.

Never before has a small, graceful piano had such power, and such brilliance and beauty of tone...

This is what you see...



this is what you hear!



Never before has a small, graceful piano had such power, and such brilliance and beauty of tone... performance that has won the complete approval of distinguished concert artists. And it's priced as much as \$550 less than other leading consoles! See the smartly styled new Everetts with dyna-tension string system—before you buy any piano, spinet or grand.

4326 ATLANTIC AVE.

PHONE 40-7406

OPEN FRIDAY EVENINGS

Penny-Owsley  
MUSIC COMPANY  
OF LONG BEACH

Steinway, Everett, Cable Nelson Pianos  
are exclusive with Penny-Owsley

3%  
PER  
ANNUUM  
CURRENT RATE

INSURED  
SAVINGS

Save more and earn more with the First Federal where each savings account is insured to \$10,000 by an instrumentality of the United States Government.

ACCOUNTS OPENED by the 10th of ANY MONTH, EARN from the 1st

FIRST  
FEDERAL SAVINGS  
OF LONG BEACH

124 EAST FIRST ST. PHONE 6-5235

## Bad Man Murrieta

By Frank Kirkvogel

**I**N 1850, Joaquin Murrieta, his pretty young Mexican wife murdered by drunken gringos from the gold fields of California, turned to a life of crime and bloody vengeance that only ended four years later when Gov. Bigler paid \$1000 for his head. Murrieta and his band had ravaged the state from north to south, leaving in their wake at least 300 murdered men. His robberies netted millions of dollars. Murrieta was the most extraordinary bandit in American history.

The story of Murrieta's head, like the story of the life of this well-bred young Mexican who was doomed to be a relentless avenger, like a demon pictured in the ancient myths of Mexico, is strange and fantastic. It was originally severed from the body by Capt. Harry Love's California Rangers after they had finally tracked Murrieta to the end of the trail in order to have indisputable proof of their success, such as would entitle them to the reward.

From the scene of Murrieta's last stand in Southern California, the Rangers carried the head in a gunny bag some 90 miles to the nearest town, where they obtained a jar and sufficient alcohol to preserve it. Supported by 17 affidavits as to its identity by persons who had known Murrieta, it was presented to the governor of the state. He regarded it as sufficient evidence that Love's Rangers had got their man, and the reward was paid.

The head was sold to a promoter of side-show enterprises in California, who exhibited it for a time in various saloons in San Francisco, charging an admission of one dollar per person for the privilege of viewing the grisly relic. Falling into financial difficulties, the side-show promoter was forced to turn over all his assets for sale at auction to satisfy his creditors. The head of Joaquin Murrieta was one of those assets offered to the highest bidder.

IT WAS thus sold in 1855, for \$64, to a man known only as Natchez, who ran a shooting gallery. Shortly after making his purchase, Natchez killed himself while handling one of his own revolvers, and the head passed into the ownership of one Louis C. Jordan. Unlike his predecessors in this ownership of the gruesome memento, Jordan did not attempt to make any money out of it. Instead, he exhibited it at the Pacific Museum of Anatomy and Natural Sciences. There it remained until nearly the end of the century. In the late 1890's, it disappeared under mysterious circumstances, and has since never been located.

Strange, too, were the fates that overtook the Rangers who killed Murrieta. Both Capt. Love, the leader of the posse, and Bill Byrnes, who had been a friend of Murrieta and was the first to identify him just before he was killed. Love was shot and killed as the result of a quarrel. Byrnes, who performed the actual decapitation, also died under untimely circumstances.

Of the remaining 18 members of Love's posse of California Rangers, nearly all either met violent deaths or, after a time, disappeared without leaving any trace of their fate. Murrieta's Mexican sympathizers definitely accounted for only one of the number; he was John White, murdered at Fort Tejon.

Two men, Black and Herbert, were killed fighting in the Civil War. Two others, Norton and Ashmore, were knifed in Salt Lake City. Another, by the name of Chase, went to seek gold in British Columbia but was drowned before he could fill his pockets. Two brothers, William and Edward Campbell, also drowned when they were caught in a flash flood in King's River. Van Buren was riddled with

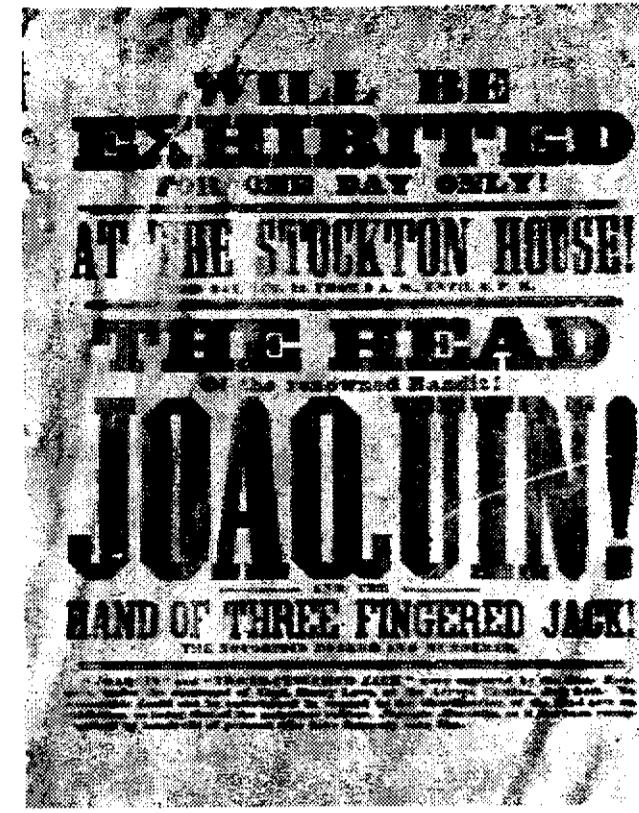
bullets in a gun fight. Nuttall joined a band of adventurers seeking a filibustering fortune in Nicaragua. He was killed there. Of the others, McGowan, Prescott, Young, and Pigott met an unknown and mysterious fate.

Strange happenings also befall others who were concerned with Murrieta's head. Natchez, the shooting-gallery owner who killed himself as the result of a seeming accident, was not the only victim. Harrison, the auctioneer who had sold the bankrupt exhibitor's goods, took his own life a few weeks after the sale. Before his death, he constantly referred to a strange Irishman who had spoken up while he was auctioning the head, prophesying his doom.

"As the Saints are my judge, the Evil One is waiting for ye!" exclaimed the Irishman.

**W**ILLIAM T. HENDERSON, one of Love's posse of Rangers, was for years haunted by the headless ghost of Joaquin Murrieta. Henderson frequently related how, when riding alone in the dusk or by moonlight, a headless wraith, wrapped in a serape and riding a ghostly horse, approached him. Henderson said that the shade was, of course, Murrieta, and that each time he met him he begged that his head might be restored to him. Henderson, however, took the ghostly visitations calmly, and was one of the few of Murrieta's captors who lived to an old age and died a natural death.

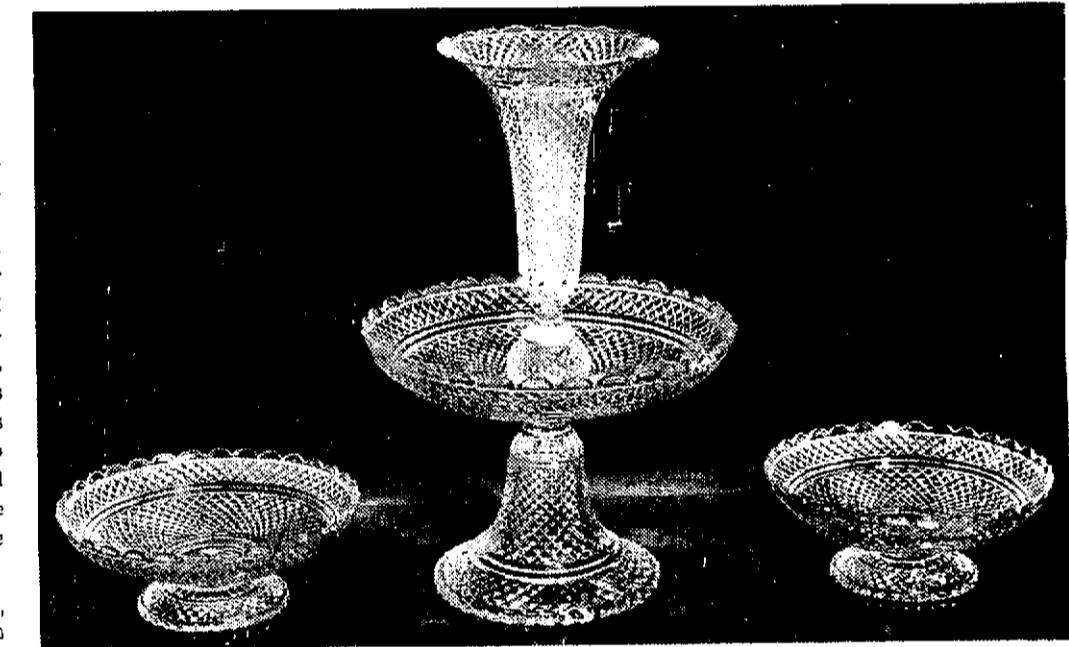
During the 1850s, many who



This handbill advertised the showing of what was said to be the head of the feared bandit, Joaquin Murrieta.

had known Murrieta, including some members of his own family, made positive statements that the head was not that of the notorious bandit leader. A priest called upon to marry a brother of Joaquin's, asserted that he had seen a letter from Mexico that was, beyond all manner of doubt, from Joaquin Murrieta. An American who had been friendly with Murrieta, traveling in Brazil, swore that he had met and talked with the bandit leader in that

country. Many years later still another American, traveling in the Mexican state of Sonora, stopped at a large and prosperous rancho. He became quite friendly with the graying but proud and distinguished ranchero. This American, who had known Murrieta in the old days, was convinced that his host was the same man. According to this story, Joaquin Murrieta died on his ranch at the age of 90 years.



—Photo by H. S. Melvin.

This three-piece set of Baccarat is an example of fine glassware made in France by a long line of artisans who originated far back in pages of history.

It's an antique

## Old French Glassware

**B**ECAUSE the French were active in the field of glass-making at such an early period, very few of their oldest pieces are still intact. But those that have survived the ravages of time are beautifully lustrous. The French "gentlemen" glassworkers began to make glass in the Middle Ages; there have been literally thousands of fragments found around Bordeaux where one of the earlier factories was located.

Strange, too, were the fates that overtook the Rangers who killed Murrieta. Both Capt. Love, the leader of the posse, and Bill Byrnes, who had been a friend of Murrieta and was the first to identify him just before he was killed. Love was shot and killed as the result of a quarrel. Byrnes, who performed the actual decapitation, also died under untimely circumstances.

It is necessary to go back into the history of glassmaking in France in order to better understand the story of Baccarat, examples of which are shown in the accompanying illustration of the epergne and fruit bowls brought back from France recently, by a Long Beach antiques dealer.

Several families of noble birth received special privileges as glassmakers as early as the 10th century and were confirmed by the ruling sovereigns until the 18th century. A mirror factory was opened in Paris and Venetian workmen were brought in. From these men, the French learned to make mirrors. As a result, Louis XIV had mirrors set in his coach and in a gallery at Versailles which has since become historic as a place for international treaty signing.

Louis Nehou, son of Richard

the founder, M. d'Artigues, received permission to send his glass duty free for three years into France.

**T**HIS was permitted him only on the condition that he purchase the glasshouse of St. Anne at Baccarat. It was a good business investment for d'Artigues so he agreed to their terms. He little realized at the time that he was establishing a crystal glass works which would eventually become the most important in France. This house was still in operation just before World War II but so many glassworks were destroyed during the war that it is hard to say whether or not it is still in business.

Baccarat is noted for its crystal clearness and beauty. The unusual thing about the set illustrated here is that the three pieces are pressed with the name "Baccarat." This was done on the better glass and, of course, makes it more valuable for the collector.

**>> IN THIS SECTION <<**

Sunday, July 22, 1951

Vol. 4, No. 25

|          |     |
|----------|-----|
| Homes    | 6-8 |
| Pictures | 5   |
| Stamps   | 11  |
| Fashions | 10  |

|                     |     |
|---------------------|-----|
| Gardens             | 4   |
| Books, Art, Cameras | 11  |
| Cooking             | 10  |
| Realty, Building    | 7-9 |

FRED TAYLOR KRAFT · Magazine Editor  
Member PACIFIC SUNDAY MAGAZINES

Press-Telegram Southland Magazine

## Gallup's Indian Ceremonial

WHEN Indian summer descends every August upon the sun-baked southwest, it is ceremonial time in Gallup, N. M., the nation's Indian capital.

The annual Inter-Tribal Indian Ceremonial, established in 1922, will be held Aug. 9-12 this year with approximately 10,000 Indians from some 30 different tribes presenting their breath-taking ceremonial dances, exhibiting their finest arts and crafts and competing against each other in action-packed rodeos and other athletic events.

Participating in the four-day extravaganza will be a dozen of New Mexico's 18 Pueblo tribes from Taos on the north to Zuni on the south, the Hopi people of Snake Dance fame, nomadic and primitive Navajos, aloof Apaches, and several Plains tribes including the Kiowas, Cheyennes and Caddos of Oklahoma and the Sioux of South Dakota.

Afoot, in covered wagons and on horseback, the tribesmen will converge on Gallup early in August to set up their great camp on the 93-acre ceremonial

By Gordon Strachan

grounds where they will live throughout the pow-wow.

Crude hogans, tepees, covered wagons, tents and pick-up trucks provide their shelter. In their camp the Indians visit, trade, talk tribal matters, and prepare for competitions held in the Lyon Memorial Park arena each afternoon and evening.

Grand opening of the world-renowned event is scheduled Thursday night, Aug. 9. During the following Friday, Saturday and Sunday there will be a morning parade, as well as afternoon and evening programs each day.

Afternoon ceremonial programs are composed principally of Indian sports, races, games and rodeo competition, interspersed with a few Indian dances. These are the "fun" shows for the Indians. Rivalry is keen, and betting among the Indians on the outcome of events is heavy.

EVENING performances are spectacles of primitive beauty. Led by an all-Indian band, hundreds of lavishly costumed performers move into the

arena, weaving in and out between five huge fires of cedar and pinon wood which illuminate the scene.

With at least 8000 other Indians and 4000 whites as spectators, the program opens with the traditional first number, the Navajo Riding Song, an ancient chant sung by 20 mounted riders who approach singing and after circling the arena continue their chant as they ride off into the hills.

Dance teams from tribe after tribe then present their age-old rites, some social and others intensely religious in theme. There are harvest dances, hunting dances, parts of healing rites and pleasure dances, all combined in a magnificent show which draws tourists from all parts of the world.

ON THE ceremonial grounds is a mammoth exhibit hall where more than 20,000 square feet of space is devoted to displays of the finest Indian handicraft. Here a score of the best Indian silversmiths, weavers, basket and pottery makers demonstrate their work, and Navajo medicine men prepare a ceremonial sand painting daily.

Although Gallup has 20 motor courts and 10 hotels, accommodations during ceremonial time are limited. Santa Fe Railway, which makes a main-line stop at Gallup, spots



—Photos by Mullarky Photo Shop for Santa Fe Railway

A Hopi drummer, beating out a weird cadence, calls his people together for their part of the ceremonial.

Pullman cars to accommodate some overflow visitors, and others are able to find quarters in private homes.



The Hopi Butterfly Dance, spectacle of primitive beauty, is one of many numbers on the program at Gallup's Inter-Tribal Indian Ceremonial next month.



—Photos by Oregon State Highway Commission

An Umpqua River angler is about to land a steelhead trout. This stream is one of Southern Oregon's favorites. Steelhead go to sea, return to spawn in streams.

By Rudy Lachenmeier  
Publisher, Week End Fishing News

REGON, Washington and Idaho are harvesting one of the largest tourist crops in history. State travel bureaus have been deluged by an unprecedented number of vacation inquiries from the south and east.

The Travel Information Department of the Oregon State Highway Commission at Salem had more than 6000 inquiries in one week and 3000 in one day from vacation-minded folks all over the United States.

Many tourists make the mistake of trying to visit most of the northwest in a limited number of days. Any one of the three states offers good fishing, great scenery and enough variety to keep the vacationist happy in an area limited to a few hundred miles. Each state has famous mountains, high altitude lakes and rushing streams. The northwest offers trout, steelhead and salmon... often in the same stream. Oregon and Washington have unlimited ocean fishing. All three states are proud of their lowland as well as mountain lake fishing.

The potato state offers possibly the most consistent lake and stream fishing of any state in the northwest. The lack of heavy population centers is a break for the tourist who travels to this scenic land.

In Idaho, the Snake River

is perhaps best known for the production of good trout fishing as well as salmon at almost any accessible spot.

TOURISTS are always attracted to world famous Sun Valley Lodge and Lake Pend Oreille, home of the largest rainbow in the world. Sun Valley offers excellent fishing, scenic trails, relaxation and fun amidst snow-capped mountain peaks.

Lake Pend Oreille — pronounced "Pond-O-Ray" — is on

the mind of every angler who

has heard about the huge 30-

ounce kamloops, Bing Crosby

who used to live at nearby Spokane, Wash., returns annually

to take a crack at those "big ones."

There's no limit on "bluebacks" at Pend Oreille,

and one day's catch of 200 fish

by one angler is not uncommon.

Washington, the Evergreen

state, has so many streams and

lakes and salt water inlets

where fishing is good, that it's

possible to mention only a few

outstanding areas. The Olympic

peninsula in northwestern

Washington offers wonderful

salt water salmon fishing, un-

challenged mountain stream

luck and outstanding lake suc-

cess.

The great Puget Sound area,

Hood Canal and Lake Quinalt

are well known. The Kalama

and Wind Rivers are two great

summer steelhead streams. The

Rainier National Forest is good

for tired minds and bodies.

Washington and Oregon

share the mighty Columbia

River as a boundary line. They

also share the equally famous

Chinook salmon runs. The runs

occur twice a year... in April

and the last part of August.

Washington and Oregon

offer a virtually untouched

sport in the northwest—rock

and surf fishing. California

anglers go wild as they tie into

ling cod, sea bass, flounder, sea

perch and many other species.

They'll be pleased to know that

since salt water fish are not

considered a game fish in Oregon, there's no limit, no closed

season and no license required

for non-residents.

In Washington no license is

necessary for off-shore salmon

trolling but there's a technical

ity in Oregon which necessi-

tates a license for salmon

caught off-shore once they are

brought to land.

Coos Bay, Ore., offers out-

standing striped bass fishing.

A stripper caught on light tackle

—flies or plugs—offers the

lucky fisherman an unforget-

table fight.

Fishing isn't always good at

any one spot, but the angler can

always find some good fishing

somewhere in the great north-

west, summer and winter.



Cutthroat trout such as these are caught in the Chetco River along the southern Oregon coast near Brookings.

## LOST?

Relax—when you have  
a Miracle-Fold Map

Whether you're looking for a remote fishing spot in the mountains or trying to locate a dead-end street in the city, you've got no problems when you're fortified with the **exclusive** Mobilgas Miracle-Fold map. Easily, quickly, without having to fight your way through the temper-tempering folds of other maps, the **patented** Miracle-Fold guides you directly to the city or street you want. Then, it pops back into pocket size, thanks to its unique accordian-type fold.

Miracle-Fold maps are just one of many vacation helps you get from your friendly Mobilgas Dealer. He'll bring your car up to good operating condition before you start any trip. Then, depend on him along the way—for good car service, for reliable tips on where to go, how to get there, and where to stay. Tomorrow, pick up your Miracle-Fold map...



—EXCLUSIVE AT  
YOUR FRIENDLY  
MOBILGAS DEALER

GENERAL PETROLEUM CORPORATION, converting nature's gift to better living

# Gardens CAN BE COOLING

By Bob Gilmore

**Y**OU CAN create a cool and comfortable atmosphere in your garden by using the same principles employed by an architect or decorator. The main distinction is that you will use different tools.

The gardener is concerned with selection of plants and their proper placement in the landscape; the decorator utilizes paint, draperies, shades and, when required, sound-proofing factors.

Color is undoubtedly one of the most important elements in creating what is known as atmosphere. Various shades of green are now being used in hospitals as well as in office buildings to obtain quiet effects. It has been pointed out many times, in fact, that fatigue can be lessened by pro-

viding the proper working conditions. To obtain comparable results in the field of landscaping is not an impossible job.

You might start by visualizing the difference between a well-kept lawn, carefully margined with evergreen shrubs, as opposed to the same scene but filled with boisterous yellow and red zinnias, for example. This does not mean that bright colors have no place in a landscape. The point is that if cool results are desired then make the most of foliage plants.

The more that air circulates in your garden this summer the cooler you will be. That may mean thinning out some of your hedge plants to allow a certain amount of wind to blow through. And toping

off, by decreasing the height of the wind resistance plants, also encourages a freer movement of air. These steps may not help a great deal on hot days even the slightest breeze can be appreciated.

**O**NE OF the worst garden eyesores is an unadorned side of a building or fence. The light colors used for painting such structures in Southern California serve to emphasize this point. On a hot day a large blank wall not only looks bad but causes heat to be reflected. This condition can be most annoying to the eye, at the same time raising the temperature in the immediate locality.

There are dozens of climbing or trailing vines suitable for such a placement. Plantings

need not be restricted to foliage subjects only. Specimens that produce white or yellow flowers often fit in nicely as they make cool contrast with the green leaves.

**A**RCHES and gateways may also present an awkward sight and this is especially true if the material has been painted a bright color. One of the best ornaments for covering small structures is the Carolina jessamine, known to nurserymen as *gelsemium sempervirens*. This vine is quite hardy and grows rapidly. The flowers which appear in spring are golden yellow and quite fragrant. The plant thrives throughout Southern California.

Ivy is one of the favorites for a green foliage plant.



Specimen foliage plants near a white doorway produce a cool, quiet and attractive vista for warm weather.

Green leaves, as evidenced in foliage plants, can be massed to create cooling effects in the home garden.

## FUCHSIA EXHIBIT

### 30,000 Selected Plants

Collected from all areas of the Pacific Coast and test-proven in Long Beach.

**Blooming FUCHSIAS**  
35¢ or 3 for 98¢

**TEEPLE & SONS NURSERY**

1400 W. Pacific Coast Hwy.  
Phone 6-6441, Open Today 'Til 8 p.m.

25¢ Green Stamps



—Photo by Author

Potted plants on a shelf by a fixed window are easily cared for and provide interest whether indoors or out.

### Evergreen Ash Shade Tree 79¢

Particularly adapted to this district

### Pyracantha, Graberi 49¢

Will produce clusters of large, red berries

### ARE MOTHS EATING YOUR LAWN?

Use Chlordane  
Treats 1000 Square Feet

### ASTERS, ZINNIAS 19¢

Per Plat. \$1.50

### MYSTERY GARDENIA 29¢

### FUCHSIAS 6 for \$1.00

1 Gift to Each  
Adult Customer  
Reg. 25¢ Value

CLOSED SATURDAYS—OPEN SUNDAYS

### CAMERON'S NURSERY

9846 E. BELMONT AVE.—BELLFLOWER

Next to Post Office — TORrey 7-2439

Take Bellflower Blvd. to center of town, turn right one block east on Belmont, next to Post Office

## for better buds & blooms

**FEED CAMELLIAS, AZALEAS  
and other acid tolerant plant:**

**Red Star**

### CAMELLIA-GRO

For best results, Camellia-Gro does more than provide a properly balanced acid diet. To help assure well-shaped, not spindly, growth—with plenty of buds—it contains only organic nitrogen. In place of ordinary phosphorus, it provides treble super phosphates—to stimulate firm, well-set buds and minimize bud drop.

Red Star Camellia-Gro also helps to counteract "treated" tap water's alkalinizing tendency. The formula is so outstanding, many commercial growers use it. So, for best results with camellias, azaleas and other acid loving plants, get genuine Red Star Camellia-Gro!

**Garden Tips**  
by Joe Littlefield  
See him on TV, Sundays, 2:45 P.M., KTTV, Channel 11.

You'll help your camellias hold more flower buds so they'll bloom, if you disbud them right now and feed them Red Star CAMELLIA-GRO! Yes—you'll even help those notorious "bud droppers" varieties hold more buds too. Hoso camellia foliage every day or so, preferably early morning or late evening, during the hot weather. The plants will love it. To disbud means to snap off all but two of each cluster of

Red Star PLANT FOODS  
better by far!  
AT BETTER NURSERIES  
AND GARDEN SUPPLY DEALERS

## Follow a Garden Plan

By Walter Finch

**T**HERE IS no reason why the small home owner cannot have delightfully planted home grounds that afford better living and, at the same time, produce delicious fruits and berries. By proper planning over a period of time, the grounds can be planted step by step to achieve the goal desired. Good shade, mouth-watering fruits, evergreens and beautiful flowering plants not only beautify the home but increase its value some 10 to 15 per cent.

At surprisingly low cost, this step-by-step planting can be accomplished. Here is a five-step planting program suggested by the American Association of Nurserymen:

1. Lawns
2. Shade trees and hedges
3. Foundation planting
4. Back yard picnic and living area
5. Fruit and berry garden

Start with a good topsoil. If necessary add a generous supply of humus. Lawn grasses are shallow rooted and feed near the surface. Select good seed and plant according to directions. After the area is seeded, it should be lightly raked and rolled. Water well to provide quicker germination and until the grass is about three inches high. When the grass reaches this height use a lawn mower with the blades set so that it will take off only the top inch of grass. A pound of seed should cover about 200 square feet.

A very attractive back yard area can be built up with a border of shrubs to screen off other properties and afford privacy for the family. Beds of perennials, including roses, in front of the screen of shrubs, provides a delightful outdoor living room. The center is left open to lawn for the arrangement of garden

furniture. An outdoor fireplace may be at the rear, or in one corner. An unsightly garage can be screened off with climbing roses.

Fruit trees are ornamental, provide shade, and at the same time produce food fresh from your own garden. Shade trees should be used for accent to afford cool spots in warm weather, or to distinguish your property from others, as advised by your nurseryman.

The second step provides for the foundation planting. Slow-growing shrubs with a mixture of evergreen and deciduous trees may be decided upon.

Foundation plantings are used to conceal ugly lines of the house, or to soften sharp lines.

Avoid cutting your grounds into small sections. Uniform

flowing lines are more desirable. Broadleaf evergreens are valuable in planting around the foundation when mixed with deciduous shrubs and other evergreens. Do not plant too thickly, allow room for them to develop and grow. Low-growing types are preferred because tall plants may shut off windows and make the house look smaller.

If your plantings are accomplished in the four steps as outlined you gradually obtain a splendidly planted and attractive home without laying out much money at any one time. Planning is required but there is fun and health for the whole family in working together and watching the grounds gradually develop into a comfortable, flower-packed setting for your home. It is not a real home until it is planted.

**N**o food plantings are complete without the small fruits, strawberries, raspberries, grapes, etc. Grape vines can be very ornamental when trained along a fence or garage wall.

If your plantings are accomplished in the four steps as outlined you gradually obtain a splendidly planted and attractive home without laying out much money at any one time. Planning is required but there is fun and health for the whole family in working together and watching the grounds gradually develop into a comfortable, flower-packed setting for your home. It is not a real home until it is planted.

**N**o food plantings are complete without the small fruits, strawberries, raspberries, grapes, etc. Grape vines can be very ornamental when trained along a fence or garage wall.

If your plantings are accomplished in the four steps as outlined you gradually obtain a splendidly planted and attractive home without laying out much money at any one time. Planning is required but there is fun and health for the whole family in working together and watching the grounds gradually develop into a comfortable, flower-packed setting for your home. It is not a real home until it is planted.

**T**HE LAWN should be just large enough to afford good foreground to the house. It should be bordered with a hedge, or a screen of shrubs to serve as an area of blossoming beauty in season. Shade trees should be used for accent to afford cool spots in warm weather, or to distinguish your property from others, as advised by your nurseryman.

The second step provides for the foundation planting. Slow-growing shrubs with a mixture of evergreen and deciduous trees may be decided upon.

Foundation plantings are used to conceal ugly lines of the house, or to soften sharp lines.

Avoid cutting your grounds into small sections. Uniform

flowing lines are more desirable. Broadleaf evergreens are valuable in planting around the foundation when mixed with deciduous shrubs and other evergreens. Do not plant too thickly, allow room for them to develop and grow. Low-growing types are preferred because tall plants may shut off windows and make the house look smaller.

If your plantings are accomplished in the four steps as outlined you gradually obtain a splendidly planted and attractive home without laying out much money at any one time. Planning is required but there is fun and health for the whole family in working together and watching the grounds gradually develop into a comfortable, flower-packed setting for your home. It is not a real home until it is planted.

**T**HE LAWN should be just large enough to afford good foreground to the house. It should be bordered with a hedge, or a screen of shrubs to serve as an area of blossoming beauty in season. Shade trees should be used for accent to afford cool spots in warm weather, or to distinguish your property from others, as advised by your nurseryman.

The second step provides for the foundation planting. Slow-growing shrubs with a mixture of evergreen and deciduous trees may be decided upon.

Foundation plantings are used to conceal ugly lines of the house, or to soften sharp lines.

Avoid cutting your grounds into small sections. Uniform

flowing lines are more desirable. Broadleaf evergreens are valuable in planting around the foundation when mixed with deciduous shrubs and other evergreens. Do not plant too thickly, allow room for them to develop and grow. Low-growing types are preferred because tall plants may shut off windows and make the house look smaller.

If your plantings are accomplished in the four steps as outlined you gradually obtain a splendidly planted and attractive home without laying out much money at any one time. Planning is required but there is fun and health for the whole family in working together and watching the grounds gradually develop into a comfortable, flower-packed setting for your home. It is not a real home until it is planted.

**T**HE LAWN should be just large enough to afford good foreground to the house. It should be bordered with a hedge, or a screen of shrubs to serve as an area of blossoming beauty in season. Shade trees should be used for accent to afford cool spots in warm weather, or to distinguish your property from others, as advised by your nurseryman.

The second step provides for the foundation planting. Slow-growing shrubs with a mixture of evergreen and deciduous trees may be decided upon.

Foundation plantings are used to conceal ugly lines of the house, or to soften sharp lines.

Avoid cutting your grounds into small sections. Uniform

flowing lines are more desirable. Broadleaf evergreens are valuable in planting around the foundation when mixed with deciduous shrubs and other evergreens. Do not plant too thickly, allow room for them to develop and grow. Low-growing types are preferred because tall plants may shut off windows and make the house look smaller.

If your plantings are accomplished in the four steps as outlined you gradually obtain a splendidly planted and attractive home without laying out much money at any one time. Planning is required but there is fun and health for the whole family in working together and watching the grounds gradually develop into a comfortable, flower-packed setting for your home. It is not a real home until it is planted.

**T**HE LAWN should be just large enough to afford good foreground to the house. It should be bordered with a hedge, or a screen of shrubs to serve as an area of blossoming beauty in season. Shade trees should be used for accent to afford cool spots in warm weather, or to distinguish your property from others, as advised by your nurseryman.

The second step provides for the foundation planting. Slow-growing shrubs with a mixture of evergreen and deciduous trees may be decided upon.

Foundation plantings are used to conceal ugly lines of the house, or to soften sharp lines.

Avoid cutting your grounds into small sections. Uniform

flowing lines are more desirable. Broadleaf evergreens are valuable in planting around the foundation when mixed with deciduous shrubs and other evergreens. Do not plant too thickly, allow room for them to develop and grow. Low-growing types are preferred because tall plants may shut off windows and make the house look smaller.

If your plantings are accomplished in the four steps as outlined you gradually obtain a splendidly planted and attractive home without laying out much money at any one time. Planning is required but there is fun and health for the whole family in working together and watching the grounds gradually develop into a comfortable, flower-packed setting for your home. It is not a real home until it is planted.

**T**HE LAWN should be just large enough to afford good foreground to the house. It should be bordered with a hedge, or a screen of shrubs to serve as an area of blossoming beauty in season. Shade trees should be used for accent to afford cool spots in warm weather, or to distinguish your property from others, as advised by your nurseryman.

The second step provides for the foundation planting. Slow-growing shrubs with a mixture of evergreen and deciduous trees may be decided upon.

Foundation plantings are used to conceal ugly lines of the house, or to soften sharp lines.

Avoid cutting your grounds into small sections. Uniform

flowing lines are more desirable. Broadleaf evergreens are valuable in planting around the foundation when mixed with deciduous shrubs and other evergreens. Do not plant too thickly, allow room for them to develop and grow. Low-growing types are preferred because tall plants may shut off windows and make the house look smaller.

If your plantings are accomplished in the four steps as outlined you gradually obtain a splendidly planted and attractive home without laying out much money at any one time. Planning is required but there is fun and health for the whole family in working together and watching the grounds gradually develop into a comfortable, flower-packed setting for your home. It is not a real home until it is planted.

**T**HE LAWN should be just large enough to afford good foreground to the house. It should be bordered with a hedge, or a screen of shrubs to serve as an area of blossoming beauty in season. Shade trees should be used for accent to afford cool spots in warm weather, or to distinguish your property from others, as advised by your nurseryman.

The second step provides for the foundation planting. Slow-growing shrubs with a mixture of evergreen and deciduous trees may be decided upon.

Foundation plantings are used to conceal ugly lines of the house, or to soften sharp lines.

Avoid cutting your grounds into small sections. Uniform

flowing lines are more desirable. Broadleaf evergreens are valuable in planting around the foundation when mixed with deciduous shrubs and other evergreens. Do not plant too thickly, allow room for them to develop and grow. Low-growing types are preferred because tall plants may shut off windows and make the house look smaller.

If your plantings are accomplished in the four steps as outlined you gradually obtain a splendidly planted and attractive home without laying out much money at any one time. Planning is required but there is fun and health for the whole family in working together and watching the grounds gradually develop into a comfortable, flower-packed setting for your home. It is not a real home until it is planted.

**T**HE LAWN should be just large enough to afford good foreground to the house. It should be bordered with a hedge, or a screen of shrubs to serve as an area of blossoming beauty in season. Shade trees should be used for accent to afford cool spots in warm weather, or to distinguish your property from others, as advised by your nurseryman.

The second step provides for the foundation planting. Slow-growing shrubs with a mixture of evergreen and deciduous trees may be decided upon.

Foundation plantings are used to conceal ugly lines of the house, or to soften sharp lines.

Avoid cutting your grounds into small sections. Uniform

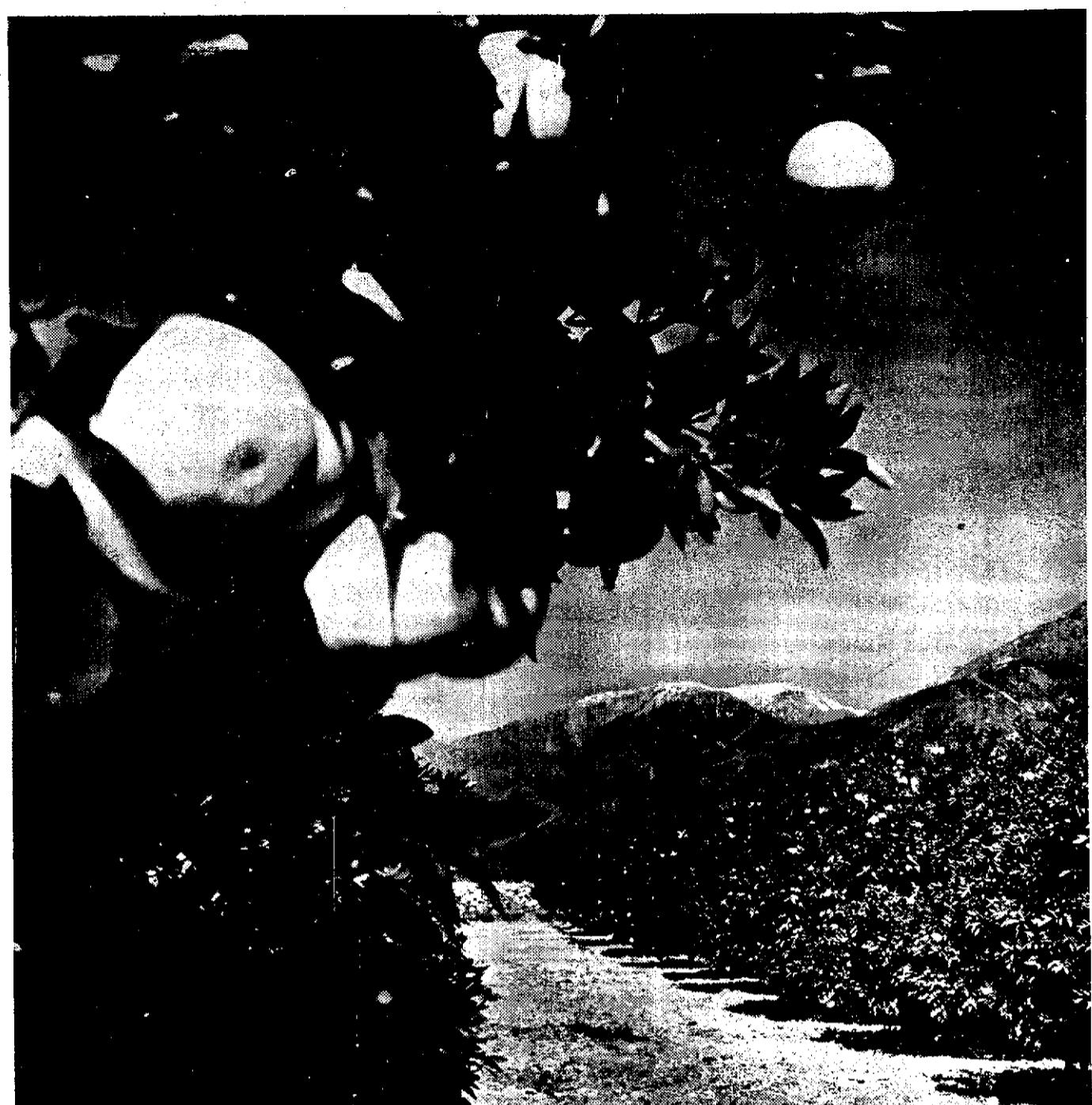
flowing lines are more desirable. Broadleaf evergreens are valuable in planting around the foundation when mixed with deciduous

# The Valencia Harvest



Fresh, delicious, tree-ripe California Valencia oranges are seen above. Blossoms and fruit may appear simultaneously on Valentias.

Southern California's famed summer orange, the Valencia, is now moving to markets of the United States in increasing supplies. Seven counties lying southward from Santa Barbara to San Diego produce the largest Valentias, with Los Angeles and Orange counties leading in point of acreage. The Southland citrus industry was started by the Franciscans who brought seeds to California from Mexico and planted them in the courtyards of the Missions. First citrus grove of any size was the six acres planted at San Gabriel Mission in 1804. First commercial grove was that of Wm. Wolfskill in 1841 on the site of what is now Fifth St. and Central Ave., in downtown Los Angeles. From these small beginnings grew California's citrus empire, which includes 135,000 acres of Valentias in production.



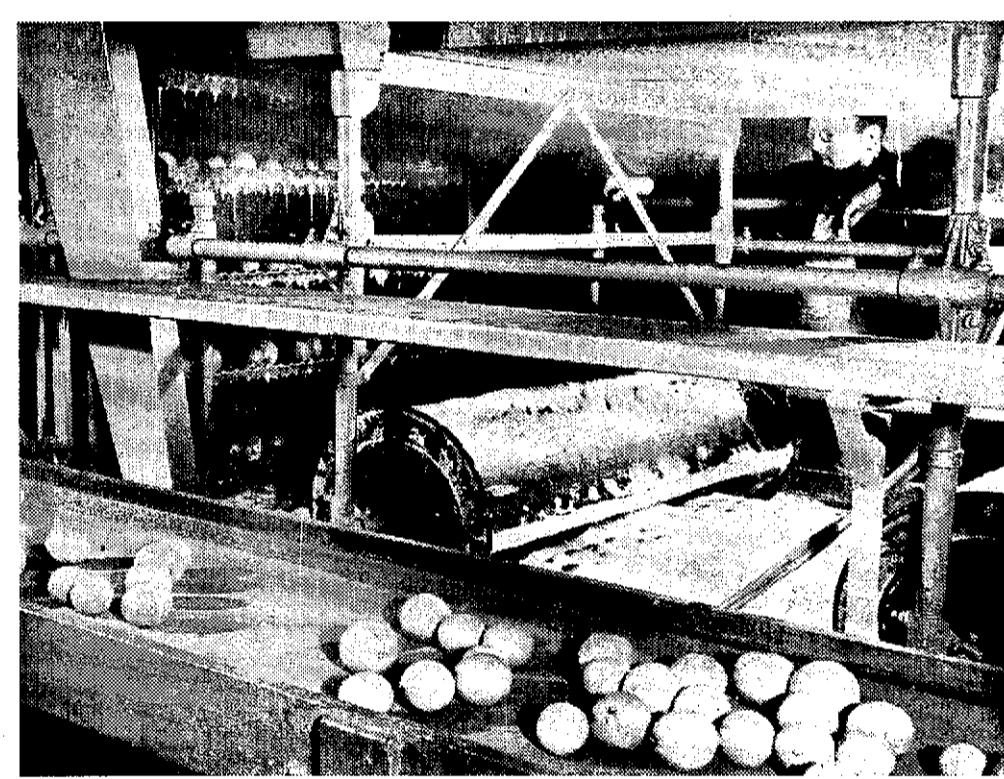
This is a typical California citrus producing area; orderly rows of trees nestling at the base of towering mountains and protected in sheltered valleys. Groves surround many towns.



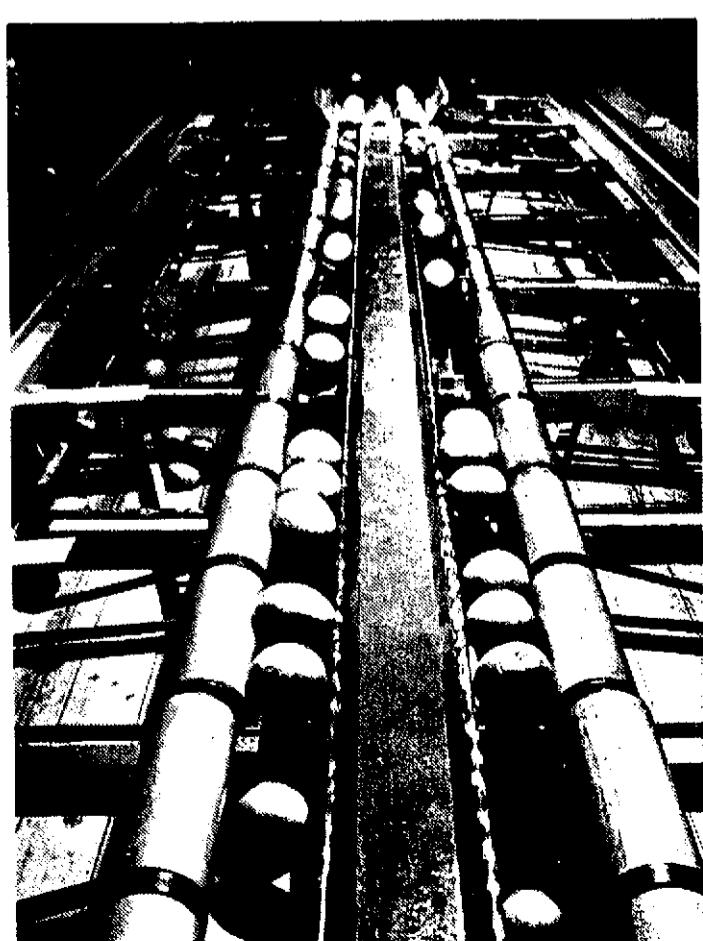
A young picker climbs a ladder, clips the fruit and places it in special canvas bag.



Pickers in California orange groves wear gloves to protect the fruit, clipping oranges carefully so that stem ends are intact.



First step at the packing house in preparing oranges for market is a soap-and-water bath, followed by a rinse, warm-air drying.



Graded and trademarked oranges travel a set of diverging rollers for "sizing."



Expert packers quickly wrap Valentias in tissue, pack them in prescribed pattern.



From the pre-cooling room of the packing house, the boxes of oranges are loaded into refrigerator cars for shipment to market. Boxes are not stacked "top up" because of cover bulge.

—Photos Courtesy Sunkist and All-Year Club of Southern California



Dramatic effects to background furnishings were achieved in their home by Mr. and Mrs. Noble Martin of Compton by using paint and paper. Unusual shade of plum in living room (above) harmonizes with dining room paper.

Upholstery, Draperies and Furniture

|   |                     |
|---|---------------------|
| PROVINCIAL LOVE SEAT .....  | <b>\$149.50</b>     |
| Covered with a quaint provincial print and trimmed with a double skirt. |                     |
| DRAPERS TO MATCH .....  | <b>\$16.50 PAIR</b> |
| FRENCH PROVINCIAL END AND COFFEE TABLE TO HARMONIZE .....               | <b>\$34.50 EACH</b> |
| MATCHING CANISTER LAMPS .....   | <b>\$29.50 EACH</b> |

2228  
EAST  
FOURTH

**HERRON'S**  
ESTABLISHED 1910

PHONE  
90-4018

"ASK ABOUT OUR TELEPHONE SAMPLE SERVICE"

EASY CREDIT TERMS



Planter filled with pink ivy geraniums decorate both outside and inside of the Martins' interesting home.

**Shellac Stops Sticking**

DRESSER DRAWERS that stick in damp weather can be made smooth-opening by treating the inside surfaces with a thin coat of shellac. Since dampness causes unfinished wood to swell, schedule your paint job for a dry day.

# Drama with Paint, Paper

By Dorothy Killam

**P**ROOF that dramatic effects can be achieved with paint and wallpaper is found in the home of Mr. and Mrs. Noble Martin, 14648 S. Williams St., Compton. The Martins purchased the home recently and redecorated it to capture the effects they desired to background their furnishings.

A simple paper of daisies on a gray green background to match carpeting, is used on the walls in the entry hall. Since this entry leads directly into the living room, Mrs. Martin wanted a paper that would not detract from the living room but would still add interest to the hall.

Plum-colored walls in the living room are in harmony with floral paper in the dining room attached to the living room by a wide archway. A companion paper of stripes is used sparingly in the living room on the fireplace wall. The den adjoining the dining room is also papered in the striped pattern and the dado in the dining room is plum-colored.

The tone of plum which these walls are painted is an unusual shade which makes a rich, pleasant background that is not obtrusive.

Since the room receives ample light from a window wall and two other spacious windows, deep colors could be used. The floral drapery pattern has a black background for further sophistication.

Cornice boxes are shaped and are quilted in the same fabric used for the draperies. Venetian blinds assure privacy from the street as the spacious front window and two windows flanking the fireplace overlook the front garden. A planter under the largest window decorates both inside and outside with colorful pink geraniums.

A COUCH upholstered in plum-colored fabric through which metallic threads are woven is grouped with side



—Photos by H. S. Melvin

Rich effect is heightened in the Noble Martin home by partially separating den and dining room with built-in planters and fluted glass panels, as shown here.

tables and coffee table decorated with a Chinese embossed pattern. These tables are lacquered in black. The room colors are repeated in an Oriental painting over the couch.

Two old English dogs on the mantel still have their original glass eyes. A copper shovel hanging on the fireplace belonged to Martin's grandmother.

In the dining room the plum color of the walls is repeated in upholstered backs and seats of the dining chairs.

Gray brush fringe which trims the chairs is the same tone as the background of the paper in this room.

Dining room and den are separated by built-in cabinets which form the base for fluted glass panels reaching to the ceiling. A wide opening between these built-ins allows the television set to be seen from the dining room if desired.

TWO PLATFORM rockers upholstered in McGregor plaid are placed for easy television viewing in the den. Cor-

ner windows are hung with sill-length draperies patterned in a design of Highlanders in red and green.

An alcove off the kitchen has a comfortably-sized dining table and chairs. It is papered in a gay pattern of yellow and blue in small designs.

The sink is built under a window with the stove on an adjoining wall between work counters which provide ample work area. The stainless steel stove top stays bright with little effort.

## Emphasis on Vanities

By Althea Flint

**A**NY WOMAN who likes to primp—and what woman doesn't?—knows that the dressing table is a highly important article of furniture. And like anything else a good dressing table has certain requisites; for instance, a mirror of ample size because satisfaction from a vanity increases in proportion to the size of its mirror. Also important are drawers for jewelry, makeup and grooming aids; top which can't be damaged by lotions; light planned to shine where it is needed and not just on the dressing table.

Whether a dressing table is a small built-in across a bedroom corner or a much mirrored dressing room, will depend on taste and economy.

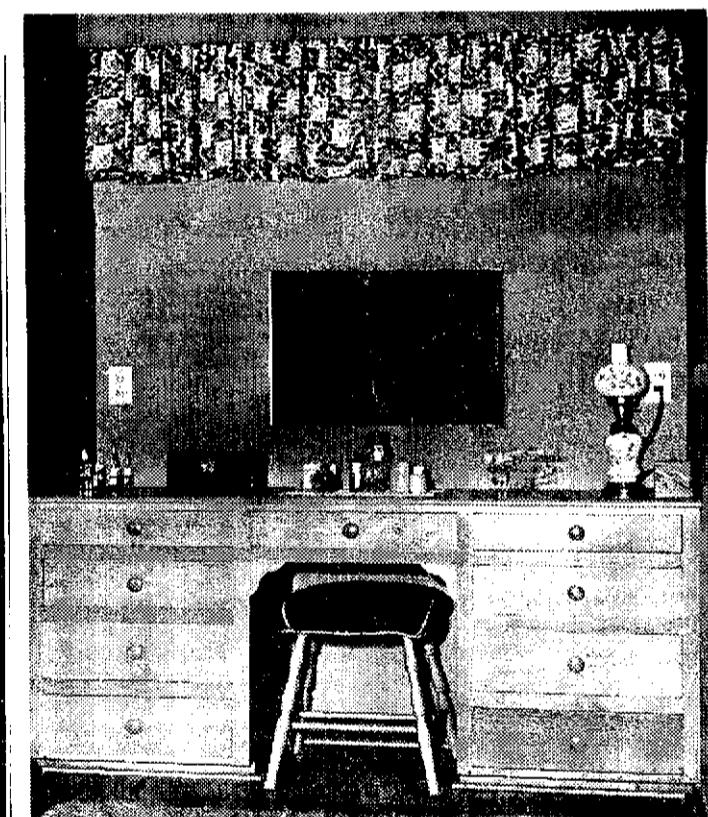
Homes that are not of recent origin may have bedrooms with little-used closets that can be converted into a dressing nook with some carpentry. Wallpaper from the bedrooms may be used to dress up and blend the vanity rooms with the bedrooms.

Or, if there is an upstairs bedroom with a sloping roof, there is probably an unused wall recess that can be fitted with a shelf to which a skirt will add frivolity.

If the plain, tailored type of room is preferred, vanity built between cabinets on one wall or in a corner will no doubt be suitable. With this arrangement there are no flounces to catch dust, no intricate skirts to be laundered. The dressing tables pictured on this page may give just the ideas needed for a vanity.

Mrs. H. A. Horrocks of 3809 Walnut Ave. does her primping at this convenient built-in constructed between wardrobes in her dressing room. The drawers have been antiqued with green paint to blend with other built-ins in the house. Storage is good and the top of the table allows room for all the bottles and jars necessary to a vanity.

In a window alcove between (Continued on Page 8.)



Photos by Jasper Nutter  
Ample shelf space features the dressing table (above) in the H. A. Horrocks home. It is set between built-ins.



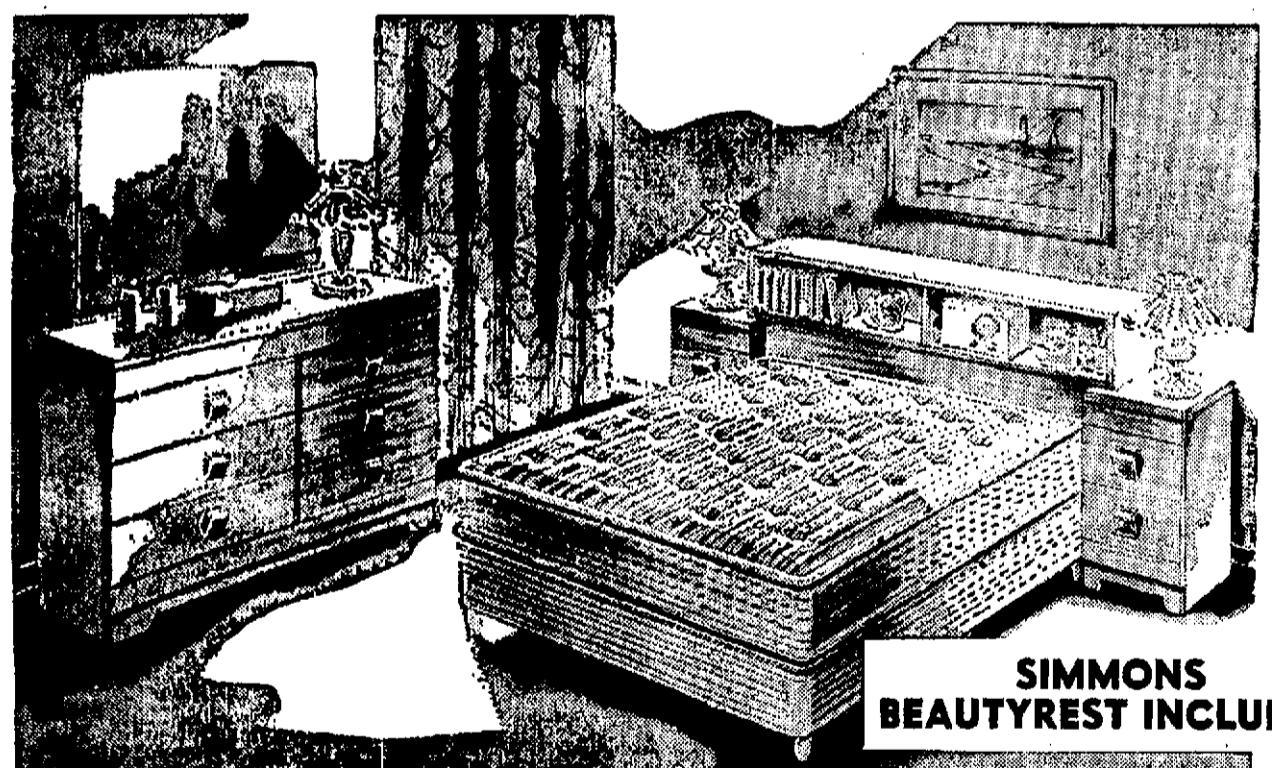
Consult our home decorating stylists for latest home furnishing trends. The right choice of carpet gives your room depth and space... it makes a wonderful color basis from which to key the rest of your room. Our carpets can set the theme for modern, provincial or traditional interiors. Let our stylist help you select the perfect carpet for your home.



## Repapering

**W**HEN preparing a wall for repapering, check to see if there are any grease spots on the old surface that might strike through the new paper and spoil the fresh effect. To prevent such stains, cover each spot with a thin coat of fresh shellac before papering.

## SIMMONS BEAUTYREST



Guaranteed sleep comfort with the finest in sleep... Simmons Beauty plus the biggest value of the year in this smartly styled 4-piece bedroom set. The 6-drawer chest, headboard and storage commodes in sparkling blond Korina are all for this value packed price.

SIMMONS BEAUTYREST  
BOX SPRINGS & MATTRESS  
\$139.00

4-PIECE  
BEDROOM  
+ \$156.80

REGULAR

SAVE

— \$65.85

= **\$229.95**

**\$34.90  
DOWN**

**\$19.55  
A MONTH**

## 50 OTHER BEAUTYREST BEDROOMS

COMBINATIONS TO FIT EVERY TASTE AND BUDGET!

TERMS:  
TRADE-INS... 15% DOWN  
15 MONTHS TO PAY

1252 AMERICAN AVE.  
JUST SOUTH OF ANAHEIM STREET

PHONE 7-3593, 7-3594

**Sirix**  
Modern Trends

## Commissioner Here Thursday

**D** D. WATSON, California commissioner of real estate, will be principal speaker Thursday evening at a regional conference of real estate licensees at Lakewood Country Club.

A dinner at 6:30 will precede the open meeting at 8 p. m. James Garth, 22nd regional vice president of the California Real Estate Association, said 3500 invitations have been mailed to Long Beach licensees.

Reservations must be made for the discussion session as well as the dinner, he emphasized. In order that sufficient seating may be provided.

Presidents of the eight boards of realtors in the region will make their quarterly reports of activities at the dinner session. The boards are Compton-Lynwood, East Los Ange-

les, Downey, Montebello, Southeast, Whittier, Bellflower and Long Beach.

Joe W. Hill, achievement committee chairman for the Long Beach board, will outline the rules for the CREA achievement contest and discuss the points in its judging system.

Commissioner Watson will address the group on "Let's Talk Shop." He will be moderator for a panel discussion by state real estate deputies of questions from the audience.

Commission rulings on display of signs, handling of funds in trust, regulations governing subdivisions, and many other recent decisions of the commission based on the state real estate code are expected to be brought before the meeting.

President H. Herschel Hart of the Long Beach board will open the meeting and introduce Garth, who will preside.



D. D. Watson

gional conference with the real

estate commissioner will be-  
come an annual event, the vice  
president continued. Several  
have been held in the northern  
part of the state with great suc-  
cess, he added.

President H. Herschel Hart of  
the Long Beach board will open  
the meeting and introduce  
Garth, who will preside.

It is anticipated that the re-

## College Unit Over Half Sold, Strong Market Seen

**W**ALKER & LEE, INC., re-  
port that the College  
Unit subdivision in the Lakewood  
University District is  
more than 55 per cent sold out,  
and that sales have shown a  
definite increase during the  
past two weeks.

"This is a good indication  
that people are beginning to re-  
alize that low-interest financing  
may soon become a thing of  
the past. As a result of this  
thinking many families have  
decided to buy now instead of  
waiting until more stringent  
terms go into effect in the near  
future," Robert Walker, presi-  
dent, said.

Walker said that the market  
for new homes has remained  
firm, contrary to the expecta-

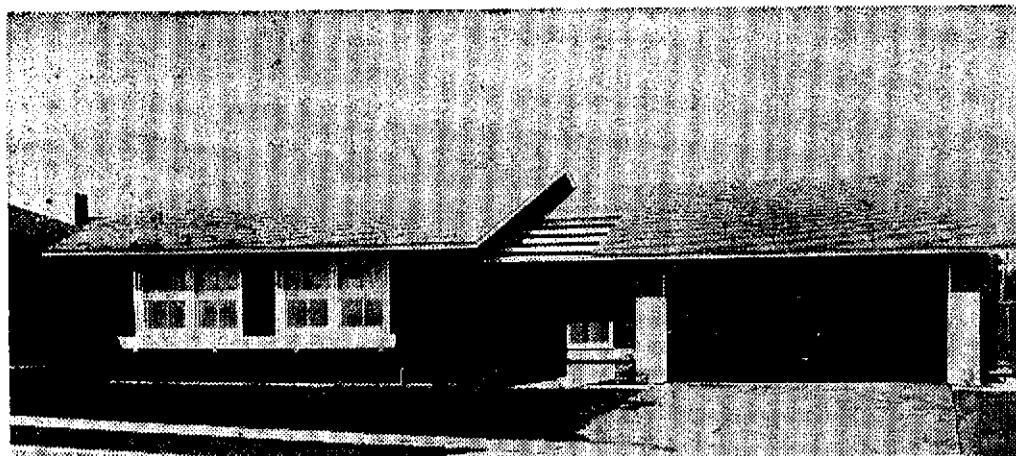
tions of many. While some  
items have taken a drop, resi-  
dential developments have con-  
tinued to sell out before com-  
pletion of building. The recent  
upturn in the rate of sales  
presages a strong market for  
new homes between now and  
Jan. 1, he added.

Also, the large number of  
sales in the past two weeks is  
indicative of the desire of many  
families to get settled in their  
new home before schools open  
this fall, he added. Homes in  
the Lakewood Unit section of  
Lakewood are located within a  
few minutes' walking distance  
of grade and junior high  
schools. They are also near to  
Long Beach City College and  
the new Long Beach State Col-  
lege.

Walker further revealed that  
the new shopping district at the  
intersection of Bellflower Blvd.  
and Spring St. would be open  
soon. First of major stores to  
open will be the Market Bas-  
ket, supermarket. It will be  
flanked by other stores.

Focal point for sales in the  
College Unit is the "Southland-  
er" model home, furnished by  
Frank Bros., on Spring St. just  
east of Bellflower Blvd. It is  
furnished in the modern man-  
ner.

Homes in the College Unit  
are priced from \$9750 and can  
be purchased on either FHA or  
veterans' financing. They are  
open for visitors every day until  
9:00 p. m. with representa-  
tives of both Walker & Lee and  
Frank Bros. on hand.



Pictured above is one of the architectural stylings featured in La Habra Park, which opens today. The development, located on Whittier Blvd. and Cypress St. in La Habra, is of three-bedroom homes in modern motifs.

## La Habra Park Presents New Furnished Model

**O**PENING of a contemporary  
model home, furnished by  
Barker Bros., has been an-  
nounced by Curt McFadden and  
Kenneth Albright, developers of  
La Habra Park.

The home, designed by archi-  
tect Edward H. Fickett, AIA, is  
one of 164 nearing completion  
in the colorful La Habra Park  
development. All of the  
homes are built on large view  
lots, with three bedrooms, patios,  
and oversized two car garages.

The home, designed by archi-  
tect Edward H. Fickett, AIA, is  
one of 164 nearing completion  
in the colorful La Habra Park  
development. All of the  
homes are built on large view  
lots, with three bedrooms, patios,  
and oversized two car garages.

Martha Weaver, AID, nation-  
ally famous interior decorator  
for Barker Bros., planned inter-  
ior furnishings to harmonize with  
the residence's modern inter-  
ior and exterior lines. She  
worked with color expert Wil-  
liam Manker who selected the  
color schedule for the model  
as well as the other homes in  
the subdivision.

Bleached mahogany furniture  
is used throughout with soft  
blue, beige, oyster white and  
brown shades predominating in  
the divans, drapes, rugs and ac-  
cessories. A burnt orange is  
used to accent the lighter  
shades and give the home a  
warm feeling.

Among the features which  
give the homes the luxury ap-  
peal for which the builders were  
striving are oak parquet floor-  
ing, sun-sash louvered windows,  
brick fireplaces, paneled wood  
walls, breakfast nooks, sliding  
glass patio doors, large stall

showers, garbage disposals and  
dishwashers.

The modern exterior lines of  
the homes are accented by care-  
fully planned community instal-  
lations, highlighted by curved  
streets, ornamental street  
lights, and landscaped yards.

La Habra Park homes can  
be reached from Long Beach by  
driving to Whittier Blvd. then  
east to La Habra. The model

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

home, located on Greenwood St.  
and Whittier Blvd. will be open  
until 9 p. m. on week ends and  
until 6 p. m. week days. The  
homes are priced from \$13,300  
and may be purchased on FHA  
financing.

# Problem of Buyers How to Finance

FINANCING a home is one of the most important considerations before the average home-wanting family. The following article on the subject was furnished by the National Association of Home Builders. NAHB says:

Mortgage lenders feature one saleable item on their shelves—money. They must seek and make sound loans in order to stay in business. Do not hesitate to take your home financing problem to them.

If you buy a new home direct from a project builder, chances are he'll take care of all the financing details. All you'll have to do is show your ability to carry the required mortgage payments.

But let's take the case of a family which wishes to arrange for a builder to construct a custom-built house from special building plans. Where to go for building money? Savings banks, commercial banks, building and loan associations, federal savings and loan associations, insurance companies and mortgage companies.

Apply these sound rules: 1. Don't borrow more than you need. 2. Pay as much down as convenient to keep your borrowing, and your repayments, small. 3. Pay off the borrowed amount as rapidly as possible.

Most prospective home buyers find the long-term mortgage, with monthly installments comparable to rent, are the most convenient and easiest to budget. The installments include interest, insurance, principal payment, and often taxes and water charges.

Ask if there is an appraisal fee, closing fee, attorney's fee, initial service fee, cost of a title search and a charge for drawing up the papers.

4. Minimum fees and charges. Compare these costs carefully, because lenders' fees vary. Some charge their attorney's fees to the borrower. Others, anxious to make good loans, even absorb the cost of the title search that the law compels them to make. Be skeptical. Ask each lender who wants your business exactly what you will be charged.

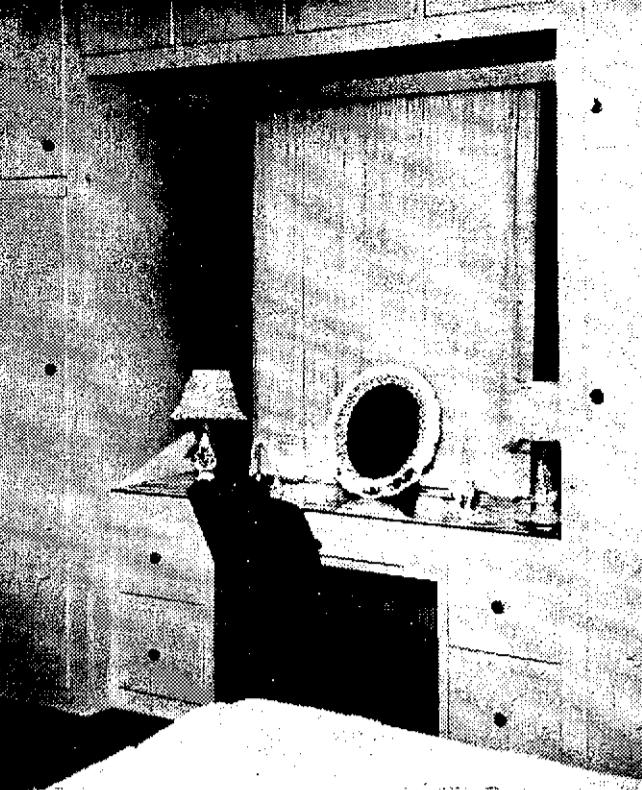
5. Repayment clause. If you wish to pay off the mortgage (because of a windfall or a desire to refinance on more advantageous terms), will you be penalized for the privilege? If so, after what period can you repay without penalty?

IN ALL cases, be prepared to give your life's history. When you make an application for a loan, the banker will want to know exactly where and what you intend to buy or build. Take with you a sketch, or even better, complete working drawings and specifications.

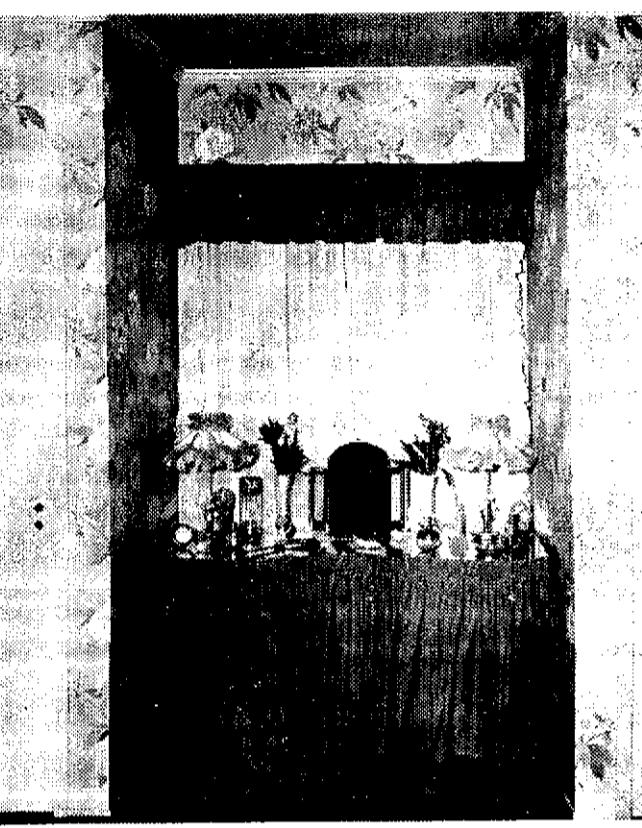
If you are buying direct from a project builder, in nearly every case he already will have cleared this phase of the application with the banker. But you'll still have to give information on your assets, liabilities and income. Typical questions asked would concern themselves with your employer, position held, previous employers, salary, other income, dependents, present residence, rent paid, credit references, etc.

If you don't find an established lending institution ready and willing to make the loan you need, re-examine your proposal. Perhaps your timing is unwise, perhaps the site isn't up to par, perhaps your design increases the "mortgage risk," or perhaps you are seeking a champagne house on a Coke income.

At any rate, it is wise to have a definite commitment from a lender for a satisfactory mortgage, before signing up to purchase a lot or have a home built.



Mirror is installed to top this built-in vanity serving Mrs. William Macrate. Storage is provided above.



This fluffy dressing table serves Mrs. Don Galbraith. It is placed in a window alcove in her dressing room.

## Emphasis on Vanities

(Continued From Page 6.)

tical. Mrs. William Macrate of 4145 Chestnut Ave. can enjoy a garden view from the window under which her vanity is built. Large storage drawers blend with wardrobes on either side. Storage above the window is used for out-of-season hats and other things that are put away for long periods at a time.

## PARK ESTATES

THE "LAST OF THE CREAM"  
in Long Beach Residential  
Developments

Modern — Slightly — Exclusive  
IN CONCEPTION

With Top Drawer Improvements and Restrictions

ARCHITECTURAL SUPERVISION

See These Spacious Sites—  
—Inspect Our Custom Homes

So greatly enhanced, too, both in value and desirability, by the adjoining new four-year State College Campus.

An L. S. Whaley Development  
Anheim St. and Pacific Coast Hwy.  
Howard S. Reed, Supervising Sales  
Telephone 90-1912

## English Grove Drawing Attention in Santa Ana

ENGLISH GROVE, a development of two- and three-bedroom homes in one of the leading residential areas of Santa Ana, is attracting much attention from service personnel in this area, according to the developers.

Located just west of Santa Ana College at 1927 W. 17th St., the new community has several homes ready for occupancy and others in advanced construction.

Features include wood-burning fireplaces, landscaping, garbage disposers, insulated ceilings, steel sash, ornamental

street lights, sewers and utilities installed. Early buyers are receiving their choice of paint and tile colors.

A city park is planned on acreage adjoining the subdivision, developers said. Bus facilities and shopping centers are near.

### Style Spreads

The ranch house and contemporary styles of architecture—largely developed in the west and southwest—are spreading across the nation, according to the National Association of Home Builders.

# La Habra Park

## CUSTOM BUILT "PERSONALIZED" HOMES



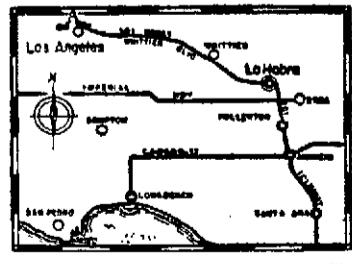
See it TODAY! The Sensational Furnished Model Home  
By BARKER BROS—Open Until 9:00 P.M.

Brilliance of Design—Quality of Construction, and the long list of Great Extra Value features combined with the delightful setting to make these LA HABRA PARK homes really great buys.

THEY'RE PRICED  
UNBELIEVABLY LOW!  
FROM \$13,300

ON FMA TERMS

SELECT YOUR HOME NOW!  
THESE ARE THE GREATEST HOME VALUES IN  
SOUTHERN CALIFORNIA TODAY



From Long Beach Drive East on Cypress Street to Highway 39—Then North to Whittier Boulevard—Then Right One Mile

NEW! STRIKING  
ARCHITECTURAL STYLINGS  
DESIGNED FOR LIVING  
THE CALIFORNIA WAY

features which make these  
"personalized" homes . . .

- \* "G-E" DISHWASHER AND "G-E" GARBAGE DISPOSAL
- \* SLIDING PATIO DOORS
- \* "DURAN" KITCHEN NOOKS
- \* REAL FIREPLACES
- \* 3 LARGE BEDROOMS
- \* LOUVERED WINDOWS

and in addition . . .

- \* 6 FOOT REDWOOD FENCES
- \* SHINGLE, DOLEMITE ROOFS
- \* LANDSCAPED YARDS
- \* SPECIAL COLOR EFFECTS
- \* ORNAMENTAL STREET LIGHTS
- \* CURVED SAFETY STREETS

La Habra Park

MAC-BRIGHT  
Builders and Developers

700 CYPRESS STREET & HIWAY 101 • LA HABRA  
PHONE OXFORD 7-8249

## 2 and 3-Bedroom Homes ADJOINING FUTURE CITY PARK ENGLISH GROVE Veterans—Only \$275 Down

PLUS IMPOUNDS  
Monthly Payments \$48.20 Plus Taxes and Insurance

### NON-VETERANS

As Low As \$1000 Down

FHA Payments \$44.02

plus taxes and insurance.

### COMPARE THESE FEATURES

- REAL FIREPLACE
- CHOICE OF PAINT AND TILE
- LANDSCAPED
- GARBAGE DISPOSAL
- INSULATED CEILINGS
- STEEL SASH
- ORNAMENTAL STREET LIGHTS
- SEWERS AND ALL UTILITIES IN AND PAID FOR

Just West of Santa Ana College

1927 W. 17th STREET

Santa Ana

DRIVE OUT TODAY FOR REAL VALUE

# City Eighth in West

LONG BEACH was the west's eighth best city during June in terms of new construction authorized, according to Western Building magazine. Portland, Ore. Torrance ranked 11th.

The magazine's report, covering 262 cities and counties in the 11 western states, British Columbia and Hawaii, showed building activity approximately 25 per cent below June, 1950. This followed the pattern of the last several months.

In the month just past the 262 jurisdictions issued 33,053 building permits, compared with 46,181 a year ago.

Dollar valuation of these building permits dropped a greater percentage than did the

number of permits issued. The 262 western jurisdictions reported a total valuation of building permits issued amounting to \$160,916,527. This was a decline of 34.4 per cent from the June, 1950 total; in that month these identical jurisdictions had reported issuance of permits valued at \$245,480,296.

The survey's tabulation of the 25 top building areas in the west during June showed the comparison between June and May, 1951, as well as the 12-month comparison. In June, 1951 the 25 top building leaders in the west reported a permit valuation total of \$100,857,381. This was a drop of 13.5 per cent below the total for these identical cities and counties in May, 1951. In that month they had issued permits

valued at \$116,521,443. The same cities and counties had reported issuance of \$145,212,379 in permit valuation in June, 1950. Thus, the June, 1951 figure represented a drop of 30.5 per cent from a year ago. This was 4 per cent less than the drop recorded for the entire list of 262 jurisdictions.

Leading city was Los Angeles, which issued \$18,812,908 worth of permits last month compared with \$35,598,086 in June, 1950. Denver was second with \$5,027,449. San Diego ranked third with \$3,716,269. Pasadena, with \$3,587,327, was fourth. Seattle, San Francisco and Honolulu topped Long Beach's \$2,740,665. Torrance, with \$2,612,310 in permits, was behind Portland and South San Francisco.



One of the city's finest large homes, the C. C. Lewis residence at 126 Grand Ave., has been purchased by Mr. and Mrs. L. Richard Switzer. Lewis, former city manager and prominent jeweler, built the house for his family in 1922. It has five bedrooms, three baths, large living room, dining room, breakfast room and game room. The property has a frontage of 150 feet on the avenue. Carl M. Shank and Tom Watson of McGrath-Shank Co. handled the transaction.

## Record Growth at Lakewood Park

ONE year after the first family moved in and set up housekeeping, Lakewood Park, the nation's largest housing development, has reached a population of 27,000. It was announced last week.

Built in record time on what was 3500 acres of bean fields, Lakewood Park was begun on Feb. 24, 1950. The 54 different types of two and three-bedroom homes were completed on an average of 40 a day, and the first family, that of Navy Veteran Jim Huffman, moved in on July 16, 1950. Since that time Lakewood Park has been a hub of moving vans as new families flooded into the \$250,000 community.

Seven thousand four hundred homes were completed before Regulation X brought construction to a halt. The population figure is based on the average of 3.6 per family at time of sale. However, it was pointed out that the 27,000 is very conservative because the Lakewood Park service office which helped each family move in ex-

plained that approximately one-third of the women were expecting additions to their families at that time.

The huge development is virtually a complete city with new schools, parks, churches and a 15-acre shopping center. The shopping center itself will be the nation's largest suburban shopping development with three department stores and more than 60 smaller stores, markets and specialty shops. There will be off-street free parking for 9000 cars at one time, and the stores will be serviced by a tunnel system so that all loading and unloading can be done at basement level.

Work on the shopping center was not affected by building restrictions and some of the stores will open this fall.

Home construction will be resumed at Lakewood Park under an entirely new type of FHA-approved program which will feature some 21 different houses ranging in value from \$10,000 to \$12,000 with initial payments starting at \$605 for non-vets and vets alike, and monthly payments beginning at \$57.50. When Lakewood Park was started, a total of 17,150 homes was planned. The new FHA program may enable the developers to complete their original plans.

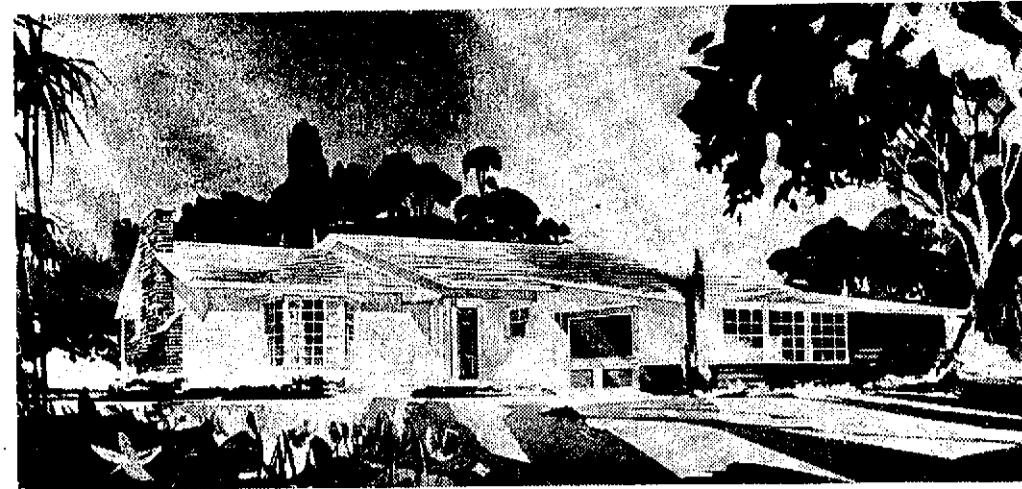


save space  
with FOLDING DOORS

See the shaded area :: approximately eight square feet! You can save that with every interior opening. That's because Modernfold is non-swinging. It folds like an accordion to make every inch of wall and floor space usable. Beautifully fabric-covered, sturdy metal-framed. Modernfold ends door interference. Furniture can be placed next to openings. Rooms are actually larger :: because waste space is eliminated. Call on us today.

**SHAWVER  
COMPANY**  
1000 E. Hill Ph. 642-11

Sunday, July 22, 1951



Lakewood Plaza's latest unit just launched, is represented by the home sketched here. Style is one of several being offered. The Plaza, an Aldon Construction Co. development, is on E. Spring St., one mile east of Bellflower Blvd.

## Plaza Unit Ready to Open With Four New Models

FOURTH unit of Lakewood Plaza will open next week end with four new furnished model homes, it was announced yesterday by Walker & Lee, Inc., sales agents. The unit contains 483 two- and three-bedroom homes. Aldon Construction Co. is the developer.

Records compiled during the sale of previous units demonstrate a trend for purchase of residences in suburban areas which are close to recreational facilities as well as principal centers of employment, sales officials said.

The four new model homes, chosen from the 36 exterior stylings in the unit, introduce two features not found in earlier Lakewood Plaza residences. These are, first, natural hardwood paneling of the living room wall, into which the fireplace is set, and, second, natural finish wood kitchen cabinets. The living room woods include Oriental ash, Oriental elm and primo Philippine mahogany. Kitchen woods are birch, ash and knotty pine. Natural finish greatly simplifies the homeowner's maintenance problem, the sales agents noted.

Lakewood Plaza is on E. Spring St., one mile east of Bell-

flower Blvd. Its dwellings are priced from \$10,800. Relatively low down payments and monthly payments ranging from \$49.33 are available to veterans. Easy terms also prevail for non-veterans it was stated.

In addition to employment and recreational proximity, Lakewood Plaza is near schools

of all grades, three minutes from the site of Long Beach State College, and close to shopping facilities.

Adjacent construction is bringing the area a new \$5,000,000 May Co. department store on Lakewood Blvd. and Lakewood Plaza's own \$8,500,000 shopping center.

## Residences Planned

PLANS for two new single-family residences of larger than average size and a new triplex are being checked by engineers of the City Building Department.

Boyer L. Sparks will build a two-story contemporary residence at 5615 Seaside Walk. Designed by Harold E. Ketchum, structural engineer, the house has most of its living quarters on the second floor.

Living room opens onto a balcony overlooking Alamitos Bay. There are three bedrooms, three baths, kitchen and dining room on this floor. Garage and a large unfinished room with bath occupy the ground floor.

George Frye has contracted with Oliver W. Speraw to construct six-room residence at 370

Oriena Ave. Clarence N. Aldrich, AIA, is the designer. Plans call for three bedrooms, living room with fireplace and bay window, dining room and kitchen.

Donald Buckalew has awarded a contract with Williams & Lowe to construct a two-story triplex at 1027-29-31 Gladys Ave. Three garages and one apartment are on the ground floor. The other two dwelling units are upstairs. All are one-bedroom apartments.

## Old Whitewash

Old whitewash can be removed effectively by using warm water and a stiff fiber brush.

## County Building

ONE of the major facets of the post-World War II Southern California economy continued to fall victim to mobilization material allocations when Los Angeles County construction dropped off sharply during June, the monthly report of the Los Angeles Chamber of Commerce indicated yesterday.

Last month's \$58,655,606 was off 16 per cent from May's \$69,405,572 and a decided 42 per cent from the \$101,420,016 of June, 1950.

The \$450,505,883 six-month total for the year was off 12 per

cent from 1950's record-turning \$516,147,722. But lingering momentum kept current totals well ahead of the \$351,545,657 amassed during a comparative period in 1949.

Home-building for the year continued to account for a major share of the activity with better than 66 per cent or \$299,181,793.

This residential construction, at the end of June, included permits for enough dwelling units to house 111,459 persons, said Chairman S. B. Barnes of the chamber's construction industries committee.

## KoolVENT

Ventilated ALUMINUM Awnings

### PATIO AND PORCH COMFORT

### Aluminum Umbrellas

Nationally famous KoolVENT Umbrella

• Permanent • Ventilated

Garden Party's best 8 ft. umbrella shades 75% more area than conventional 6 ft. & 7 ft. types. Choice of vibrant and pastel colors.

KoolVENT

Get Complete Details Now  
FOR FREE ESTIMATE—NO OBLIGATION, PHONE  
FHA TERMS — 30 MONTHS TO PAY  
70-8401

Koolvent of Long Beach

743 PINE AVENUE

## DON'T MISS THE "SOUTHLANDER"

# New LAKEWOOD

UNIVERSITY DISTRICT  
FURNISHED MODEL HOME  
ON SPRING STREET JUST EAST OF BELLFLOWER BOULEVARD

BUILT BY  
CUNNINGHAM &  
BRITAIN



FURNISHED  
BY  
FRANK BROS.

The "Southlander" with its smart architectural lines — its quality of construction, AND the host of eye-appealing "extras" is typical of the many great homes now selling in the New University District of LAKEWOOD.

SELECT ONE OF THESE GREAT HOMES WHILE PRICES AND TERMS ARE STILL AT THE MINIMUM

COLLEGE UNIT HOMES  
ARE PRICED FROM \$9,750

Terms for Both  
Veteran and  
Non-veteran

Sales Agents

Walker & Lee, Inc.

PHONE 559-15

## For a Cool Vacation



Como the three Ws of summer vacation—When to go, Where to go and What to take—and a smart girl starts thinking first—you guessed it!—about what to take. Prettiest clothes on the racks just won't wait. It's reasonable to figure that what is right for summer anywhere is also right for most vacation purposes. And taking the lead, of course, are the season's wonderful cottons of all kinds—from freshest of cool pique dresses for tennis, with knee-length circular skirt over matching shorts, to the smartest of garb for dancing.



Vacation threesome in black and white cotton (above) has a rippled cuff to finish halter bra. Shorts and skirt in black-dotted cotton have clusters of paillettes.

Gaily striped in barnyard motif, this vacation dress is of cotton in brown, yellow, white, taupe. Neckline is low.

Designed all of a piece, is dotted Swiss dress above, white blouse with a velvet belt tucked with violets. Lavender skirt has white dots.



## So Good To Come Home To...

### Mary Lee Taylor's HUSBAND-TESTED CRISPY FRIED CHICKEN

1 cup Pet Milk  
2 1/2 lb. cut-up chicken  
1/2 cup flour  
2 1/4 teaspoons salt  
1/8 teaspoon pepper  
3 tablespoons flour  
few grains pepper  
1/4 cup water

Pour milk over chicken in bowl; chill 2 hours. Drain well; save milk for gravy. Roll chicken in mixture of 1/2 cup flour, 1/4 teasp. salt and 1/4 teasp. pepper. Brown chicken slowly in 1/2 inch hot shortening until drumstick is tender when pierced with fork. Remove chicken; keep hot. Drain off all but 2 tablesp. fat. Blend in 3 tablesp. flour, remaining 1/4 teasp. salt and few grains pepper. Stir in water. Boil and stir 2 min. Add milk drained off chicken; stir until steaming hot, but do not boil. Serve with the chicken and hot buttered peas. Makes 4 servings.



Fried chicken at its golden best—with a wonderful crispy crust, a juicy tenderness, a richer-than-ever flavor!

Extra good, but no extra work! Just let it soak in rich Pet Milk before cooking, to make it the tenderest, most delicious fried chicken ever.

And that wonderful gravy! So rich, so smooth, because it's made with Pet Milk—whole milk concentrated to double richness—twice as rich as bottled milk.

Yes, it's easy to make all your meals better with Pet Milk! With Pet Milk recipes you can add rich flavor to many everyday dishes. Yet Pet

Evaporated Milk costs less generally than any other form of whole milk!



FREE!

Brand-new collection of Mary Lee Taylor's recipes for appetizing warm-weather dishes—easy to make, low in cost! With meal plans, color photographs. Send today!



PET MILK COMPANY  
64-63 Pine St., San Francisco 11, California  
Please send me Mary Lee Taylor's cookbook, "Good Meals for Lazy Days."  
Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

TUNE IN: ★ The 4-Star Revue, EVERY WEEK, NBC-TV ★ The Pet Milk Radio Program, 6:30 P. M. EVERY TUESDAY NIGHT, NBC  
★ The Mary Lee Taylor Program, EVERY SATURDAY MORNING, NBC

## Delicious Chicken!

By Mildred K. Flanary

**P**AGING all masculine cooks!

How about donning your chef's regalia for atmosphere and inspiration, if you need it, and giving the lady of the house a night off? You prepare the dinner!

Do it up in style, of course—party style. If there is a barbecue pit, take charge and have a few friends over to enjoy your culinary skill. The dish you make best is the most natural one to prepare, but there's nothing more universally liked than chicken (and since men have a way with chickens), we suggest barbecued chicken. Inside or out, none will go begging. The cooking is important, but so is the serving arrangement. Make serving dishes look attractive.

A recipe for barbecuing chicken is given below, as well as directions for other interesting ways of preparing the bird.

### Barbecued Chicken

1/2 cup vitaminized margarine  
2/3 cup vinegar  
2/3 cup tomato juice  
4 teaspoons Worcestershire sauce  
1 teaspoon onion juice  
1 teaspoon salt  
1 teaspoon pepper  
1/2 teaspoon paprika  
1/4 teaspoon garlic salt  
3 chickens for broiling (about 2 pounds each)  
6 slices pineapple  
6 slices tomato  
Parsley

Melt vitaminized margarine, add all ingredients (except last four) and let stand at least a half hour. Have broilers halved with neck and backbone removed. Rub vitaminized margarine on bottom of baking pan. Place uncovered for 1 hour in a moderately hot oven (400° F.) basting occasionally with additional sauce. Arrange on serving tray with pineapple and tomato slices. Garnish with parsley.

Open-air Barbecued Chicken: Brush halved broiler with sauce. Broil on grill over a bed of coals, cooking inside first, then turning to cook skin side. Baste as often as necessary until done. Serve with any extra sauce. Yield: 6 servings.

### Butter Crisp Chicken

1 2-3-lb. frying chicken  
Salt  
Pepper  
1 cup flour  
1 teaspoon paprika  
1/4 pound butter  
Shortening  
Thyme, if desired  
Thin onion rings, if desired

Have chicken drawn and cut into serving pieces. Rinse in cold water and drain. Put salt, pepper, flour, and paprika in paper bag. Shake 3 or 4 pieces of chicken in the bag at a time to coat thoroughly. Heat enough butter and shortening in a heavy skillet to make a layer of fat 1/4 inch deep. With kitchen tongs place chicken in hot fat. Brown on both sides. Place chicken, one layer deep, in shallow baking pan. For added flavor sprinkle with thyme and onion. Bake in moderate oven (350° F.) until tender.

### Chicken Tomato Casserole

2 cups diced cooked chicken  
2 cups cooked tomatoes  
1 tablespoon finely chopped onion  
1 tablespoon butter, margarine, or chicken fat  
1 teaspoon salt  
1/4 teaspoon thyme  
1/4 cup finely chopped pimento olives  
1 cup cooked rice  
1 cup shredded American cheese food

Place 1 1/2 cups tomatoes in a 1-quart casserole. Pan-fry onion and green pepper in butter. Add salt, thyme, and 1/2 cup tomatoes. Cook 5 minutes. Add chicken, olives, rice and cheese. Pour this mixture over the tomatoes in the casserole. Bake in a moderate oven (350° F.) about 30 minutes. Yield: 4 servings.

### Chicken Mexicana

2 tablespoons fat or oil  
1 small onion  
1/4 cup chopped green pepper  
2 tablespoons vinegar  
2 tablespoons brown sugar  
1/4 cup lemon juice  
1 cup ketchup  
2 tablespoons Worcestershire sauce  
1 cup water  
Salt and pepper  
2 to 3-lb. chicken, cut in serving size pieces

Brown onions and green pepper in fat or oil. Add remaining ingredients, except chicken. Simmer sauce 1/2 hour. Brown



Chicken is always a popular main dish, lending itself to many ways of preparation, pleasing all appetites.



Fried chicken, a salad, corn on the cob and biscuits. No finer meal possible, especially served picnic style.

chicken in skillet in a little fat; pour sauce over chicken, simmer 1 hour, covered. Serve hot with pre-cooked rice prepared according to package directions. Serves 4.

### Broiled Chicken

Select tender, young broilers

weighing 2 1/2 lbs. or less. Allow 1/2 broiler for each serving. Have the broilers split in half, or quartered, as preferred at the market. Wash and dry thoroughly.

Preheat broiler oven. Place chicken on broiler rack skin side down. Brush with melted butter or margarine, sprinkle with salt and pepper. Place in broiler with surface of chicken at least 3 inches from source of heat. Leave oven door ajar. Broil 15 minutes. Turn. Brush again with melted butter or margarine, sprinkle with salt and pepper. Broil 20 to 30 minutes longer, turning twice again and brushing each time with melted butter or margarine, but omitting other seasonings.

For extra tang, garlic butter may be used. For 2 broilers, melt 1/2 cup butter or margarine; add 2 garlic cloves, peeled and halved. Set over very low heat for 10 minutes. Remove garlic.

### Brown Chicken Fricassee

1 4-to-5-lb. stewing chicken, cut in pieces for serving  
3 tablespoons bacon drippings or chicken fat  
1 1/4 cups California Rhine Wine, Sauterne, Chablis or other white table wine  
1 1/4 cups boiling water  
1 onion, sliced  
1 carrot, sliced  
1 stalk celery, sliced  
Several sprigs parsley  
1 teaspoon salt

Saute pieces of chicken in bacon drippings until nicely browned on all sides. Put chicken in a kettle, add wine, water, onion, carrot, celery, parsley and salt. Cover tightly.

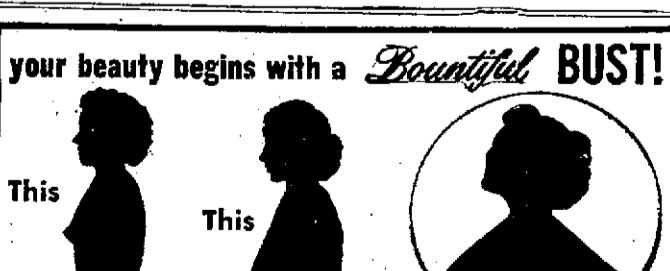
During the past FIVE YEARS this easy, economical method of NATURAL breast development has enabled thousands of women to attain a full, firm and fashionably feminine bustline.

NOT A CREAM OR OINTMENT  
EASY TO USE—AMAZING RESULTS  
SAFE . . . Prescribed by gynecologists, obstetricians, and eminent physicians.

### Lady Bountiful

Suite 317—6404 Hollywood Blvd.  
Phone Hollywood 9-8231  
Long Beach 70-4911

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Phone No. \_\_\_\_\_



Or  
This

Mail Coupon (or Call) for our beautifully illustrated booklet containing numerous unsolicited testimonials and before-and-after photographs.

Press-Telegram Southland Magazine

## Book Reviews

# 'Sea Around Us' Magnificent Work

THE SEA AROUND US, by Rachel L. Carson. Illustrated by Katherine L. Howe. 250 pp. New York: Oxford University Press. \$3.50.

By George Serviss

EVERY so often there is born into the world of letters and science a scientist who can write for the layman, pointing out the majestic sights of the sea and the land and the heavens, discussing them in the simple but magnificent phrases of the poet and the author. Such a person is Rachel L. Carson and her most recent work is an inspiring volume of sea lore.

Here is work lovingly done. For proof, there is the author's own declaration in a foreword to her book: "My absorption in the mystery and meaning of the sea . . . ."

Miss Carson was an outdoor girl in childhood and studied biology in college and in graduate years that followed. She turned early to study of the sea and has written articles published in the nation's leading magazines. She is now editor-in-chief of the United States Fish and Wildlife Service. Her first book, "Under the Sea Wind," is described as ". . . a beautifully imaginative work . . . ."

She consulted leading oceanographers, took part in an oceanographic expedition and engaged in diving among Florida coral reefs while researching her new volume.

In "The Sea Around Us," Miss Carson writes of how the great seas of the world were formed in dark mystery of millions of years ago. She touches upon the best of the scientific theories of how life on the terrestrial sphere began in the sea, how sea creatures crawled out upon land when land emerged from the receding deeps and how the sea has influenced life on earth ever since.

The pull of the sun and moon upon the waters, creating the magic of the tides; the great currents and the upwelling of the deep waters; the effect of the glacial ages drying up the seas and the later release of impounded waters; the ever-wearing action of the sea upon the land; the wealth of the sea in its salts and in its food supply of fish; the strange mystery of California's gunion that spawn upon the beaches; the effects of currents on the Pacific Coast climate—hundreds of amazing facts and theories are found in Miss Carson's book.

Included are two interesting endpapers: Benjamin Franklin's chart of the Gulf Stream and a portion of the map Il Mare di Amazones.

Here is a volume of fact that is as fascinating as fiction—a book that holds the reader like the Long Beach seaside holds a kid on a Sunday outing.



Rachel Carson is author of "The Sea Around Us," published by Oxford University Press. See review.

## Marching Through Georgia

THE GENERAL WHO MARCHED TO HELL by Earl Schenck Konop. 327 pp. New York: Alfred A. Knopf. \$4.50.

By Gerald Lagard

MR. MIERs covers himself immediately against any protest which might arise over his account (purportedly) of the strange man who was W. T. Sherman. Miers states that he "is more concerned with the impression of facts than with the facts themselves." That does make the author's responsibility for a definitive picture of Gen. Sherman less, if he so wishes it, but it is mildly irritating to a reader to have an author duck before he is threatened.

Sherman was the mystery man, a general officer who was so erratic in behaviour as to be named mad by many who knew him. Out of this "madness" came the tactics which showed Sherman to have been the first modern tactician in the art of military destruction. But this sprawling "Marching Through Georgia," unscorched by the usual music, is at best a lively account of how it felt to be before and under Sherman's guns. At worst it is a confusing picture, painted by odd characters who either acted or were acted upon in the big drive to sever the southern industrial area from its needs. Armies, tactics are forgotten—which is probably just as well.

Unhappily, from an author's point of view, a reviewer is not required to write a better book than the one he is considering; he is merely required to be able to read a better one.

## Yacht Book Authoritative

THE SMALL OCEAN-GOING YACHT (Second Edition), by Conor O'Brien. Illustrated by the author. 132 pp. New York: Oxford University Press. \$2.50.

TWO DECADES ago Conor O'Brien prepared his first edition of this book on the deepsea yacht and time has caused little revision in his estimates of what it takes to make a successful ocean-going yacht.

True, the emphasis today on speed has brought radical changes in racing yachts—thinner hulls and more vulnerable rigging and consequently more trouble on the long hauls—but the small ocean-going yacht that is successful on world cruises is still the sturdy outfit of 20 years ago. The old designs are still the best, O'Brien finds.

O'Brien should know because he has spent years at sea, is a pioneer in small yachts. He has followed the old sailing ship route to Australia in the Roaring Forties and has circumnavigated the globe in his ketch *Sabre*. He confines himself entirely to the ocean-going yacht, leaving the racing to others, and is an authority in his chosen field when he speaks of hull design, ocean conditions, engines and non-sailing gear.

ONCE again, the Long Beach Recreation Department's portable darkroom, "The Hobbymobile," is traveling the circuit of the summer plays.

Colorado's Anniversary Stamp to Be Issued

TO COMMEMORATE the 75th anniversary of the statehood of Colorado, the U.S. will issue a fairly 3-cent blue stamp.

It will be placed on first-day sale at Minturn, Colo., on Aug. 1.

The central design of this new stamp will show a reproduction of the capitol building of the state of Colorado against a background of the Mount of the Holy Cross on the left and the state seal on the right. A columbine, the state flower, appears in the lower left corner.

A mounted cowpuncher, as seen

### Call to Unite

SONGS OF THE SINGING POETESS, by Lea Alden. 103 pp. Louisville: John and John Company.

Purported to be "a living legend about the author," this volume is highly endorsed by a miscellany of persons here and abroad. The main poem is "A Woman's Call to Arms," reminiscent of the days of very free verse when everyone was writing poetry. Miss Alden, styled the "Green Virgin," in Mexico by means of a curious story, calls upon the women of the world to unite for peace.

## The Crime Front

DEATH FOR MY NEIGHBOR, by Muriel Bradley. 187 pp. New York: Doubleday, Doran & Co. \$2.50.

FOR Jean and Keith Colman living in Hidden Village in San Fernando Valley had been a dream, until it became a nightmare. But that was due to the lovely next-door neighbor whom Jean found with a hole in her head. And then the Colman maid wanted to tell Jean something, but she was found with her throat cut with broken glass. And a third corpse came to annoy the neighborhood, before the killer came to light. A brisk job of writing, but uncertain here and there, and what the author has a revolver do is just out of the mechanical world.—G. L.



No honeymoon would be complete without a picture record. Check camera and films before you start.

## Camera ANGLE

By The Shutterbug

PICTURES made on any trip seem always to be especially treasured—but those which make a record of a honeymoon are in a class by themselves.

I don't know of any picture-taking advice that I can give, which is more applicable to honeymoon snapshooting than any other type of travel photography, so anyone can read today's column.

However, maybe the newlyweds are more likely to be starting off with a new camera and a word of warning is in order about trying it out before the trip. While I'm sure that 999 out of every 1000 new cameras work well, there is always the chance that some part has gotten out of adjustment. So it doesn't hurt to try it first on a roll of pictures that doesn't matter too much.

A friend asked me the other day why there is always so much emphasis on not carrying your camera in the glove compartment of the car when that is such a convenient place for it.

I'll have to agree with him on the convenience, but I don't think it is worth taking a chance on what the dust and heat will do to ruin your pictures. You all know what dust will do to any type of mechanism, and a camera is no exception. And if you don't recall how hot it is in the glove compartment, think about the time someone left a candy bar there on a warm day. The result was a sticky mess.

When you finish exposing a roll of film be sure to put it where it can't get lost. Most travelers prefer to take all of their exposed film home to the photofinisher with whom they regularly do business. This way they know what type of finishing to expect and aren't likely to be disappointed.

ONCE again, the Long Beach Recreation Department's portable darkroom, "The Hobbymobile," is traveling the circuit of the summer plays.

W

ETHER you are a home-

maker working on a lim-

ited budget, have a few pieces

of furniture too valuable to dis-

pose of and yet need touching

up here and there to make

them look like new, or are

they know what type of finish-

ing to expect and aren't as

likely to be disappointed.

ONCE again, the Long Beach

Recreation Department's

portable darkroom, "The Hobby-

mobile," is traveling the cir-

cuit of the summer plays.

G. S.

HOW TO FINISH OR REFINISH YOUR FURNITURE, by Kay Hardy. 100 pp. New York: Funk & Wagnalls. \$3.75.

W

HETHER you are a home-

maker working on a lim-

ited budget, have a few pieces

of furniture too valuable to dis-

pose of and yet need touching

up here and there to make

them look like new, or are

they know what type of finish-

ing to expect and aren't as

likely to be disappointed.

ONCE again, the Long Beach

Recreation Department's

portable darkroom, "The Hobby-

mobile," is traveling the cir-

cuit of the summer plays.

G. S.

HOW TO FINISH OR REFINISH YOUR FURNITURE, by Kay Hardy. 100 pp. New York: Funk & Wagnalls. \$3.75.

W

HETHER you are a home-

maker working on a lim-

ited budget, have a few pieces

of furniture too valuable to dis-

pose of and yet need touching

up here and there to make

them look like new, or are

they know what type of finish-

ing to expect and aren't as

likely to be disappointed.

ONCE again, the Long Beach

Recreation Department's

portable darkroom, "The Hobby-

mobile," is traveling the cir-

cuit of the summer plays.

G. S.

HOW TO FINISH OR REFINISH YOUR FURNITURE, by Kay Hardy. 100 pp. New York: Funk & Wagnalls. \$3.75.

W

HETHER you are a home-

maker working on a lim-

ited budget, have a few pieces

of furniture too valuable to dis-

pose of and yet need touching

up here and there to make

them look like new, or are

they know what type of finish-

ing to expect and aren't as

likely to be disappointed.

ONCE again, the Long Beach

Recreation Department's

portable darkroom, "The Hobby-

mobile," is traveling the cir-

cuit of the summer plays.

G. S.

HOW TO FINISH OR REFINISH YOUR FURNITURE, by Kay Hardy. 100 pp. New York: Funk & Wagnalls. \$3.75.

W

HETHER you are a home-

maker working on a lim-

ited budget, have a few pieces

of furniture too valuable to dis-

pose of and yet need touching

up here and there to make

them look like new, or are

they know what type of finish-

ing to expect and aren't as

likely to be disappointed.

ONCE again, the Long Beach

Recreation Department's

portable darkroom, "The Hobby-

mobile," is traveling the cir-

cuit of the summer plays.

G. S.

HOW TO FINISH OR REFINISH YOUR FURNITURE, by Kay Hardy. 100 pp. New York: Funk & Wagnalls. \$3.75.

W

HETHER you are a home-

maker working on a lim-

ited budget, have a few pieces

of furniture too valuable to dis-

pose of and yet need touching

up here and there to make

them look like new, or are

they know what type of finish-

ing to expect and aren't as

likely to be disappointed.

ONCE again, the Long Beach

OPEN MONDAYS AND FRIDAYS 12:30 NOON TO 9:15... OTHER DAYS 9:30 TO 5:30

SEARS  
Long Beach

# Sale! FURNITURE and RUGS

Outstanding Values for the home, priced amazingly low during this SALE!



Special



## Open Stock Bedroom Group

Special purchase for Sears big semi-annual event! Buy single pieces or make up a set to meet your needs—you'll be dollars ahead on every purchase. Combed grain oak veneer fronts.

|  |       |  |       |
|--|-------|--|-------|
| 49.50 Value Panel Bed.....                     | 39.88 | 27.95 Value Night Stand.....           | 22.88 |
| 54.95 Value 4-Drawer Chest.....                | 45.88 | 69.95 Value Vanity with Mirror.....    | 59.88 |
| 47.95 Value 3-Drawer Chest.....                | 37.88 | 79.95 Value Double Dresser Base.....   | 69.88 |
| 12.95 Value Vanity Bench.....                  | 10.88 | 27.95 Value Double Dresser Mirror..... | 22.88 |
| 47.95 Hollywood Headboard, Full or Twin, 39.88 |       |  |       |



Regular 29.95  
Full-Size Cribs

**22.88**

All-hardwood cribs with panel ends and drop side. Steel springs. 30x54-in.



### Ready-to-Paint CHESTS

|                                       |                        |
|---------------------------------------|------------------------|
| 17.95, 4-drawer<br>24 inches wide.... | <b>14<sup>88</sup></b> |
| 19.95, 4-drawer<br>30 inches wide.... | <b>16<sup>88</sup></b> |
| 22.95, 5-drawer<br>30 inches wide.... | <b>18<sup>88</sup></b> |



## All-Wool Face Broadloom

Only  
**888**  
sq. yd.

• 'Fenwick' Axminster our better quality! 9 and 12-foot widths.

• Exclusively designed for beauty in the home.

Reg. 11.70 sq. yd. Dramatic new floor beauty made according to Sears "Harmony House" specifications! 2-ply carpet wools woven with a new double chain process that permanently locks the tufts in place. 18th Century florals, contemporary and modern swirl designs. At Sears!

Sears has the Greatest Selection of Exclusive Broadloom Patterns in the west at lower prices.



## Regular 199.50 Value! 7-piece Dining Set

**169.88**

Sears Easy Payment Plan

5 side chairs and host chair—at a price hard to beat. Pedestal table is 37x54-in. and extends to 72-in. length. Striped mahogany veneers.

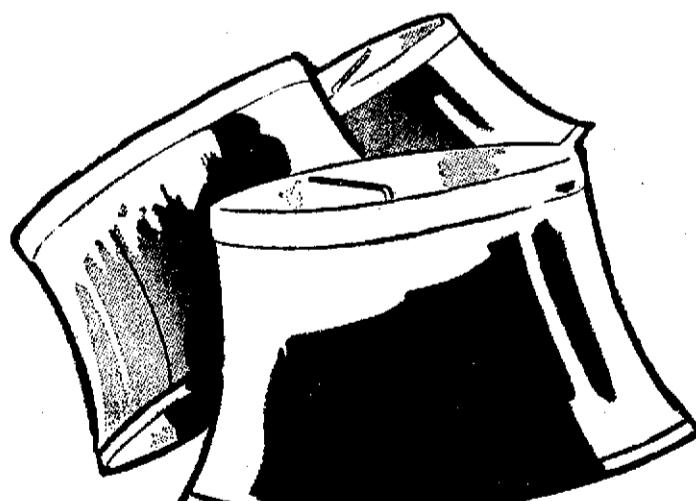
Sold separately:

Table, 74.88 Host Chair, 19.88 Side Chair, 15.88 Buffet, 59.88

### Reg. 54.95 Combination

**48.88**

Sold on  
Easy Terms  
Innerspring mattress has 180 coils, cushioned with sisal and layers of first-cut cotton linters. 72-coil box spring.



### Reg. 2<sup>98</sup> and 3<sup>49</sup> Lamp Shades

**2.66**

Your Choice

Beautiful hand-made shades of 180-count taffeta with complete rayon lining. Many "Harmony House" decorator colors. All shades neatly tailored with self-fold trim. Rust resistant frames. All shades pre-washed for lasting finish.



## Sensational Selling "FAIRLOOM" FABRICS

59c and 69c yd. Cottons  
Printed and Woven

Printed pique, woven chambry, sheers, dotted lawns and organdies. 36-in. wide. Washable.

**54c**  
yd.

Regular 69c and 79c yard  
Cottons and Rayons

Seersuckers, printed rayon crepe and lovely woven ginghams in plaid and checks. 36-inches wide.

**64c**  
yd.

Regular 1.19 and 98c yard  
Plain and Printed Rayons

Fine quality rayon in both printed and plain fabrics. Assorted colors. 39-inches wide.

**74c**  
yd.

Open Monday and Friday 12:30  
to 9:15; Other Day, 9:30 to 5:30

*Satisfaction guaranteed or your money back* "SEARS

American at Fifth  
Park Free  
Phone 6-9721

Press-Telegram Southland Magazine